2002 IDG WORLD UPDATE INDEX

January 14, 2002

Networld World targets cross-promotion of products
Quarterly publication joins **tecChannel.de**
PC World East Africa named IT Magazine of the Year
Personal touch yields big returns for **CW** sales reps
Corporate STARs: **Jane Jordan, Kerri Grenache, Mike Malone**
Executive Q&A: **IDG Chairman Pat McGovern**
IDC's Brad Nisbet wins latest cartoon contest

January 28, 2002

Macworld Conference & Expo is a flat-out success
IDG again makes Fortune's 100 Best Companies To Work For list
Digit sales team defies economy to log record December sales
Macworld co-hosts charity bowling tournament
IDG Romania's ROCS remains country's major IT event
IDG Romania raises funds to assist former street children
Primer on licensing activities: **IPS VP/Licensing Tim Clarke**
IDG Hero: **CXO Media's Carol Zarrow**
Network World's Jason Meserve runs in Olympic torch relay
Celebrating 10: **Telecom World's Wu Chengxiu**

February 4, 2002

This week's special issue, titled **"This is IDG,"** provides a general overview of IDG's vast presence around the world, its major disciplines and the primary functions of its support service business units. The Feb. 4 issue may be seen on IDG World Update Online http://www.idgworldupdate.com) via its own site this week and will be available on the regular IDG World Update Online site on Feb. 11 via a link on the "IDG Resources" section on the home page.

February 11, 2002

IDC's Global Fellowship program promotes better business
PC World provides advice on AOL's Computing Channel
CW, NW Italia co-organize Town Meeting conference series
IDG News Service's International News Page provides daily wrap-up
IDC's Peacock Memorial Award goes to **Debra Goldfarb, Melanie Posey**
Executive Q&A: **IDG President & CEO Kelly Conlin** on ESOP, 401(k)issues
IDG, Macworld Conference & Expo noted in two Hollywood films
Enter this week's cartoon caption contest

February 18, 2002

Computerworld tool helps clients spend money wisely
InfoWorld Web Services Conference touches industry nerve
IDC's new subsidiary in Croatia builds on experience
IDC Global Access Group bestows analyst awards
Executive Q&A: **IDG Magazine Verlag's York von Heimburg**
Committee helps **Corporate Services** put mission into action
Celebrating 10: **IDG China's Chen Qiuna**

February 25, 2002

World Expo/Asia launches IDG's first bio-IT event
IDG Global Solutions rolls out cross-IDG media effort for CeBIT
IDG Denmark signs its biggest print advertising deal ever
CW's Maryfran Johnson on "what I've learned about print/online integration"
Primer: **CXO Media's Michael Siggins** explains custom publishing
Celebrating 10: **IDG China's Gao Yuxiang**
IDC offers discounted employee price of $300 for Directions conference

March 4, 2002

IDC mentoring program exploits in-house expertise
Two boards will guide U.S. enterprise, magazine groups
CIO conference focuses on IT's value to the enterprise
Netherlands' Net Magazine reinvents itself as **Net Professional**
Executive Q&A: **CIO/CW's Joe Levy, IW's Bob Magnuson, NWW's Evilee Thibeault**
Celebrating 10: **IDG China's Ding Yi**
Singapore telephone changes

March 11, 2002

CIO spearheads cyber threat reporting guidelines
World Expo staff stages **COMNET**, **LinuxWorld** events
IGS/EMEA's strategic approach yields 21-country HP deal
JobUniverse.com plans editorial specials
tecChannel makes profit on first archive CD
Executive Q&A: **IDG.net President and Publisher Jeff Julian**
IDG Heroes: **Michelle Chase** makes **Corporate Services Group** hum
Celebrating 10: Eight employees from **IDG**, **IDC Denmark**

March 18, 2002

CW Premier 100 conference is a success by every measure
CIO*, *PC World earn Neal Awards for excellence
IDG Bulgaria finds revenue in vertical market forums
Executive Q&A: **IDG Recruitment Solutions' Janis Crowley**
Four awards program recognize **IDC** employees
Spanish/English language exchange opportunity in Spain
Network World's **Mike Ferreira** wins cartoon caption contest

March 25, 2002

BioITWorld event fosters connection between IT, life sciences
Computerworld Executive Suite exceeds goal of 2,500 members
IDG's red booklet paints Swiss IT market and IT media
Executive Q&A: **Mac Publishing President and CEO Colin Crawford**
Celebrating 10: **Ruggero Vota, IDG Italy**

April 1, 2002

Bio-IT World title debuts at **BioITWorld Conference & Expo**
Australian, Swedish bio-IT publications off to fast start
DEMO's cutting-edge products play to optimistic crowd
Executive Q&A: **IDG Australia Managing Director Don Kennedy**
PC Welt takes customer service to new heights
IDC Latin America announced employee Excellence Awards
IDG News Service's Matt Berger selected for UCLA fellowship
Celebrating 10: **IDG Italy's Alessandro Degli Occhi**

April 8, 2002

IDG World Expo to supply labor for its U.S. shows
GamePro expands into new medium: plastic
Web conferencing helps **IDC EMEA** connect with customers
PC World leads in direct purchasers; **PCWorld.com** in unique visitors
PC-WELT charts new course with pocket edition, redesign
Executive Q&A: **Computerwoche Managing Director Ralph Peter Rauchfuss**
Celebrating 10: **IDG China's Shao Xianhua**

April 15, 2002

Despite current challenges, **Colin** upbeat about **IDG**'s future
Directions events showcases depth, breadth of **IDC** research
Macworld introduces new print, Web designs
German business units supply content to cebit.de
Primer: **IPS VP/IS Morris Effron** on the IS/user relationship
New book by **CW's Dan Verton** profiles teenage hackers
Celebrating 10: IDG **Italy's Monica Capuzzi**

April 22, 2002

CW Knowledge Centers show value of print/online integration
Enhanced services lure subscribers to **GameStar.de**
First **Biotech Sweden** receives high praise from biotech industry
Computerworld, Network World Italia co-host security conference
Executive Q&A: **IDG Chairman Pat McGovern**
IDC names Q2 outstanding sales performers
Language exchange, internship wanted on classified ad listing
Celebrating 10: **IDG Central Services' Jeff Oterson**

April 29, 2002

Multi-unit collaboration results in **CIO Briefcase** and big win for **IDG**
Computerworld Honors Program recognizes technology stars
PC World West Africa wins Best IT Title honors from computer group
CIO Asia continues expansion to burgeoning Vietnamese market
Executive Q&A: **IDG President & CEO Kelly Conlin**
Celebrating 10: **IDG Communications' Catey DeBalko**

May 6, 2002

IDG Australia's corporate contacts database extends list rental business
Martin Taylor named acting president at **Computerworld**
PC World, InfoWorld dominate annual Maggie Awards
What I've learned so far about: Managing remote employees
Executive Q&A: **IDG Senior VP Frank Cutitta**
Employee Webcast available on **IDG Central**
IDC offspring explore their parents' workplace
New cartoon caption contest

May 13, 2002

Storage Networking World draws enthusiastic crowd to Palm Desert, Calif.
CXO Media's Policy Forum targets infrastructure security
InfoWorld's CTO Forum focuses on new technologies, networking
IDG grabs to spot in US market share, net revenue ranking
White House recognizes **CXO Media** for cybersecurity education
PCAdvisor.co.uk page impressions keep climbing
IDG World Update wins award
Executive Q&A: ***PC Advisor*** **Publisher David Fernando**
Celebrating 10: **IDG Italy's Simona Cattaneo**

May 20, 2002

Computerworld's **Best Places to Work in IT** issue goes global
IDG's **Ecuadoran** partner celebrates 10 years of ***PC World***
What I've learned about: Getting press releases picked up
Primer/Back to basics: Audience Development
In memoriam: **IDG Vice President/Finance Jim Ghirardi**
IDG Ventures expands **Boston** staff
Join the **IDG** team in the Boston AIDS Walk on June 2
Percentages increased for 401(k) deferments
Celebrating 10: **IDG Central Services' Paul Smith**

May 27, 2002

Best Practice Exchange Issue:
-- **IDG** experts share tips for improving event business
-- Nurturing relationships is key to sales in any field
-- Incentives increase post-event survey responses
-- PR handbook a low-cost value-add for new exhibitors
Executive Q&A: **IDG Bulgaria General Manager Tatiana Hinova**
New work experiences await winners of **IDC Asia** fellowships
Celebrating 10: **IDG IS' Nancy Newkirk**
Sign up today for your ***IDG World Update*** PDF via e-mail

June 3, 2002

ComputerPartner launches event for German channel market
IT World Canada's Web strategy boosts company profile
IDG Global Solutions, Apple work to educate teachers
Executive Q&A: **IDG Sweden General Manager Bengt Marnfeldt**
Retirement, investment planning Web site adds new features
Enter the 19th annual **IDG** Employee Photo Calendar Contest!
Sign up for your ***IDG World Update*** PDF via e-mail
Celebrating 10: **CXO Media's Cathy O'Leary Hayes**

June 10, 2002

Vortex 2002 explores ways to jumpstart networking industry
PC Advisor rolls out newsstand title targeted to home PC users
IDG dominates TM's "Influencers Report" with 15 citations
ComputerPartner channels World Cup enthusiasm toward Web site
Successful **IDG Netherlands'** Tips & Trucs is a role model
Executive Q&A: **IDC President & CEO Kirk Campbell**
IDC Canada scores hat trick with customer appreciation event
IDG Denmark's Thomas Pedersen wins caption contest
***Network World's* Jason Meserve** wins Define IT! contest
Celebrating 10: ***Computerworld's* Heidi Broadley**

June 17, 2002

Smooth sailing for first **MacMania cruise and conference**
CIO Sweden joins worldwide product lineup
IDG lays claim to nearly 40% of worldwide technology advertising pages
IDG Interactive launches hybrid book/magazine for German Linux users
IDG Japan adds **XML World Conference** to ICe
IDG World Expo offers "cardware" to **Macworld** attendees
Global Online Support Center plan virtual meeting in July
Executive Q&A: **IDC Latin America Group VP Eric Prothero**
Celebrating 10: **IDC Canada's Michael O'Neil**
Define IT! Create a definition and a $50 AMEX check could be yours

June 24, 2002

BiotITWorld event finds warm welcome in Singapore
Diverse training options reflect **IDG's** commitment to employee growth
IDC Education aims to enhance employee productivity
CW Hungary reaches 1,000th issue milestone
IDG, Reed ink deal for electronics content in Chinese publications
Primer/Back to basics: **IDG Training and Development Manager Connie Raleigh**
San Francisco mixer features home-grown musical talent
IDG raises $6,500 for AIDS Walk Boston
Send in a caption for the latest cartoon caption contest

July 1, 2002

IDG World Update will be published bi-weekly during the next two months on the following dates: July 8, July 22, Aug. 5 and Aug. 19. Each issue will remain on **IDG World Update Online** (http://www.idgworldupdate.com) for two weeks.

July 8, 2002

IDG publications, Web sites dominate ASBPE Awards
MacCentral forum members collaborate for charity event
IDG publications test-drive Zinio digital delivery technology
***GamePro's* Code Vault**: Big ideas for big cheaters
Executive Q&A: **IDC Australia Country Manager Chris Fell**
Celebrating 10: **IDG Global Solutions' Ginny Pohlman**

July 22, 2002

Storage Networking World-EuroStorage emerges as leading European event
Newest **IDG** corporate training program targets leadership growth
IGS customer event outlines key role of Asia/Pacific market, IDG resources
IDG Spain earns ranking as one of best managed companies in Spain
PC World announces World Class Awards for innovative products
IDG employees get 20% discount on **IDC European IT Forum**
Executive Q&A: **IDC Russia's Robert Farish**
Celebrating 10: **IDG Magazine Verlag's York von Heimburg**

August 5, 2002

IDG's first virtual meeting crosses 10 time zones
IDG licensee sweeps first Philippine ICT Journalism Awards
IDG Japan launches ***Network World*** title
IDG's Iranian partner takes home gold in annual competition
Companies collaborate on IT training sites Down Under
Executive Q&A: **IDG Asia/China President Hugo Shong**
Join Team **IDG** in Boston Komen Race for the Cure
Cartoon caption winners!
Define IT winner!

August 19, 2002

Mac fans turn out in force for **Macworld Conference & Expo**
CIO France debut emphasizes exclusivity
Manfred Weiss returns to head up publishing effort in Austria
IDG Italy Town Meeting conferences find eager audiences, willing sponsors
IDC U.K. courts PR community to build business
Executive Q&A: **IDG World Expo President & CEO Charlie Greco**
IDC Nordic's Annette Berg captures top women's spot in major bike race
New cartoon caption contest

September 2, 2002

Web-based lead-generation tool gives **IDG** clients an edge
Reader surveys boost ***InfoWorld*** editorial, sales efforts
Sept. 11 message from the **President/CEO**
IDG Entertainment targets ***GamePro*** at Germany's growing console market
IDG's UAE-based publishing partner expands reach to Jordanian market
Primer: **IDC's Mark Levitt** on IDC forecasting and analysis
PC Advisor employees pool efforts to fight breast cancer
PC World's Diane Hacker raises over $9,500 in European AIDS Ride
Last chance to enter **IDG**'s Employee Photo Calendar Contest!

September. 9, 2002

Pat Kenealy named **Chief Executive Officer of IDG**
LinuxWorld attendance up as OS gains momentum in corporate settings
Mikro's small staff celebrates five years of big accomplishments
IDG Brazil marks a decade each for ***PC World, Professional Publish***
IDG Games Media white paper reflects strength of games market
IDG News Service correspondent gets first-hand look at North Korea
Executive Q&A: **PC World Communications President & CEO Jeff Edman**
Off site: ***Macworld U.K.'s*** **Guy Eaton** takes on Mont Blanc -- and wins

September 16, 2002

CXO Media's ***CSO*** magazine targets top security executives
Biotech Denmark targets industry that has reached critical mass
ITworld.com signs partnerships outside the IT arena
CW Norge grabs top ranking in trade publication ad revenue
CW/IW Support Center unveils brochure, launches Web site
IDG Sweden creates new company, absorbs biotech competitor
Primer: **IDG News Service's Nancy Weil** writes about editorial style
IDG Asia/Pacific announces quarterly award winners
IDG Czech conducts business despite flood
IDC Brazil employees transfer skills to the classroom
IDG remembers Sept. 11

September 23, 2002

IDG Worldwide Managers look to brighter future
Walter Manninen is named **President of CXO Media**
Chairman's Awards recognize outstanding performance
Narrow focus helps **IDG Japan's** events and conferences
Australian biotech publication is quickly best-read title
Executive Q&A: **IDC Canada Country Manager Michael O'Neil**
IDCers find challenge and teamwork in Ultimate Frisbee
And the Define IT and cartoon caption contest winners are...
Remember: Photo Calendar Deadline is Sept. 27

September 30, 2002

IDG New Zealand's new title focuses on consumer electronics
ITworld.com name change reflects expanded customer base
IDC enhances presence in Mexico by opening subsidiary office
Bio-IT World produces innovative print/online buyers guide
Executive Q&A: **Bio-IT World President/CEO Morris Levitt**
On the job: ***Macworld* Art Director Jennifer Steele**
Computerworld turns 35, lists top high-tech inventions
New Define IT and cartoon caption contests

October 7, 2002

IDC's European IT Forum draws high-caliber attendees
IDG Global Solutions EMEA wins award for HP campaign
IDC European Conference Group expands, diversifies offerings
IDG sites capture three awards from Web association
Computerworld plans new mobile/wireless conference in '03
Primer: ***World Update*** editors respond to feedback
Winners announced in Employee Photo Calendar Contest
IDCer organizes charity basketball tourney to aid family with ill child
Try your hand at this week's **IDG** trivia contest

October 14, 2002

DEMOmobile offers glimpse of hot new wireless products
Computerworld chronicles 35 years of growth, change
***CIO* 100 Symposium** attracts top crowd
Executive Q&A: **Connell Communications CEO Jim Connell**
Boston mayor honors **IDC's Jason Gould** for leadership, community service
IDG golf league wraps up season
Information needed for Publications Database
Celebrating 10: **IDG Itay's Silvana Brambilla**

October 21, 2002

***InfoWorld's* Web Services** conference focuses on real-life applications
First **Dutch *ComputerPartner*** event proves profitable
Third annual **LinuxWorld China** attracts crowds to three cities
IDG Netherlands launches ***CIO*** as paid subscription magazine
Network World sales team celebrates FY02 victories -- virtually
Martha Becquer, IDG Global Solutions Germany earn IGS awards
***CW's* Don Tennant**: What I've learned about managing a news desk
IDG Japan fields tournament baseball team
Celebrating 10: **IDG Italy's Elga Legranzini**

October 28, 2002

IDG Netherlands signs new deal with major user group
Network World's traveling **Tech Tours** attract growing audience
PCW Latin America honors region's best IT products
PCW Vietnam turns 10; city honors **IDG Chairman**
Executive Q&A: **IDG CEO Pat Kenealy**
IT support team keeps **IDC U.K.**'s systems humming
IDC Benelux analyst raises funds for HOPE worldwide
Contests: Define IT winner; Haiku challenge

November 4, 2002

Annual invitation-only event strengthens **IDC**'s ties to top clients
Biotech Denmark special issue has staying power as marketing tool
IDG News Service's Image Bank offers growing collection of photos
Employee discounts available for ***PC World***, ***Macworld***, ***GamePro*** subs
Executive Q&A: **Network World CEO & Publisher Evilee Thibeault**
InfoWorld 100 feature builds reader, advertiser involvement
Celebrating 10: **Employees from Germany** celebrate decade of service
CXO Media employees get into the Halloween spirit

November 11, 2002

IDC eyes end-user market with purchase of financial services research firm
IDG Australia publications top annual readership survey
Five U.S. publications honored for publishing excellence
Eric Ochs to take reins at **IDG France**
IDG launches ***Hi-Tech Entrepreneur*** in **China**
Executive Q&A: **IT World Canada President & CEO Andrew White**
New partner relaunches ***Computerworld***, ***PC World*** in **Turkey**
IDG Corporate Services Group recognizes outstanding employees
Cartoon caption contest winner named
IT Haiku contest-- there's still time to release your inner poet
Question of the week: Heart, brains or courage--see what your colleagues value!

November 18, 2002

IDC's European IT Banking Forum targets technology efficiencies, savings
IDG Australia extends reach into life science field with two purchases
List Services' Deb Goldstein on "What I've learned so far about customer service"
Executive Q&A: **IDG Games Media Group President & CEO John Rousseau**
NW Fusion's redesign helping to keep readers on site longer
LinuxWorld Conference & Expo in Germany tallies visitor gains
IDC bestows U.S. FY02 sales awards
New cartoon caption contest seeks submissions
One more week for the Define IT contest
Happy birthday, **Frank Cutitta**!

November 25, 2002

User-focused **SNW Fall** draws record number of registrants
16th annual **AGENDA** reflects maturing IT industry
PC World Italia creates Web site to determine best PC game
New experts site makes **IDG Denmark** No. 1 resource for IT users
IDG Hungary creates company newsletter for clients
Primer: **IDG Communications' Andrew Hub** discusses online ad delivery
IDG Games Media Group honors employees for exemplary work in FY02
Framingham rail trail group seeks members
Celebrating 10: **David Wren of IDG Communications U.K.**

December 2, 2002

BioITWorld Expo makes strong debut on West Coast
IDG Professional Program focuses on leadership training at all levels
IDG Australia dominates annual Bell Awards
New **InfoWorld CTO Recognition Program** fosters peer-to-peer relationships
Executive Q&A: **IPS VP/Latin America Trino Ramos**
IDC program gives employees time off to give back to the community
List Services' Deb Goldstein creates "munch" ado about team building
Contest: Winner named in Define IT contest; new contest begins

***IDG World Update* is on a bi-weekly publishing schedule for December and January, with upcoming issues on Dec. 16, Dec. 30 (year-in-review issue), Jan. 13 and Jan. 27. Regular weekly publication will resume Feb. 3.**

December 16, 2002

***CIO* Select** members pay for exclusive peer network
IDC implements new document architecture
Ted Bloom named **IDG CFO**
NW Italia airs video, presents new awards at SMAU
New ***NW Germany*** awards focus on cost-effective solutions
Executive Q&A: **IDC President & CEO Kirk Campbell**
David Hill named to Executive Committee
U.K.'s Guy Eaton wins Chairman's Prize for 4th quarter forecast
Executive Forums' Chris Shipley named to *Fortune* list of Top 10 Minds
IDG employees talk to middle-school girls about work, education
Celebrating 10: **IDG Italy's Maurizio Lazzaretti**

December 30, 2002

The Dec. 30 issue of ***IDG World Update*** is the annual **Year-in-Review** issue. It is available in PDF format and can be found in the PDF section of IDG World Update Online's home page (www.idgworldupdate.com). The issue is not available in HTML format. Print copies will arrive at your office on the usual mailing schedule.

IDG World Update

31 DECEMBER 2001
VOLUME 30, NUMBER 51

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

2001: IDG weathers the storm

> *"IDG was cited [by Fortune'] particularly for its corporate culture and entrepreneurial spirit, its commitment to investing in its employees through training and education and its dedication to respect for the dignity and recognition of the contribution of each employee in the company."*
>
> *— Pat McGovern, IDG chairman*

JANUARY

FORTUNE
THE 100 BEST COMPANIES TO WORK FOR
THE TOP TEN

For the first time, IDG makes *Fortune* magazine's prestigious list of the "100 Best Companies to Work For" in the U.S. Ranked No. 25, IDG is the only technology media company included on the list, which is featured in the Jan. 8 issue.

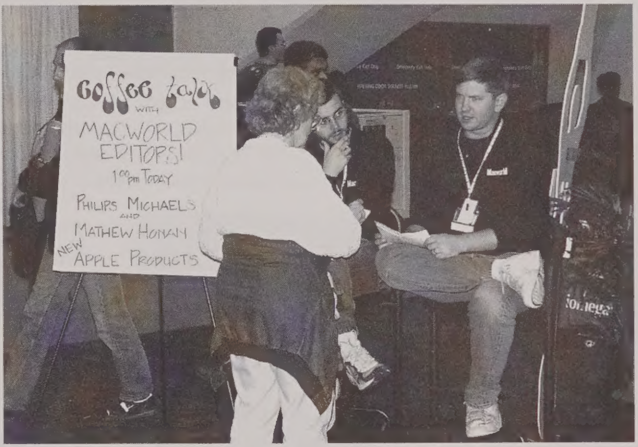
World Expo's fifth LinuxWorld Conference & Expo draws 250 exhibitors and 25,000 to New York City, the world's largest-ever gathering of Linux users and developers to date.

NetworkWorld SA
THE buzz BROTHERS

Network World South Africa rings in the New Year with a new A4 size and a redesign that features high-impact graphics.

10+ years

Joe Levy, 29 • Joanne Oteri Capolino, 26 • Josef Lohner, 22 • Vincent Tardin, 22 • Klemens Paunert, 21 • Bernhard Weeser-Krell, 19 • Renee Pierce, 19 • Kazuhiro Hara, 19 • Beverly Wolff, 18 • Paula Foss, 17 • Mark Winther, 17 • Donna Sparrow, 17 • Maristela Santos Oliveira, 17• Grazia Rovati, 17 • Pauline Smith, 17 • Barbara Sands, 17 • Lee Doyle, 17 • Barbara Lewis, 17 • Rebecca Segal, 16 • Maureen Rondeau, 16 • Paul Bonarrigo, 16 • Michael McShane, 16 • Lorraine Witzell, 15 • Brad Thorpe, 15 • Jean Bozman, 14 • Gerhard Rainer, 14 • Alda Campos, 14 • Vera Chan, 14 • Linda Holbrook, 14 • Claudette Sears, 14 • Christina Guio, 13 • Katalin Kopácsi, 13 • Mary Wardley, 13 • Erika Schönberger, 13 • Elfi Künzil; 13 • Liana Tatka, 13 • Ursula Nadador, 13 • Michelle LaJeunesse, 13 • Peggy Watt, 13 • Ulrike Papp, 13 • Amy Hanania, 12 • Dorothy Cronin, 12 • David Emberley, 12 • Birte Matsen, 12 • Gina Steinmann, 12 • Yoko Nishii, 12 • Ken Fuller, 12 • Zsoka Egyed, 12 • Carol Hildebrand, 12 • Seanna Maguire, 11 • Benjamin Barbante, 11 • Diana Garza, 11 • Imre Birkus, 11 • Lillian Richard, 11 • Lisbeth Egeskov, 11 • Amanda Patrick, 11 • Miriam Karlin, 11 • Cathy Garland, 11 • Marcel Warmerdam, 11 • Francis Mao, 11 • David Cobb, 10 • Kelli Flanagan, 10 • Gary Koch, 10 • Harriet Karas, 10 • Holger Heppner, 10 • Ralph Peter Rauchfuss, 10 • Jennifer Schlee, 10 • Martha von der Soeren, 10 • Claudia Völk, 10 • Petr Kubat, 10 • Eos de Feminis, 10 • Andrea Gilbert, 10 • Mark Hanson, 10 • Marc Calvanico, 10


Coffee talk with MACWORLD EDITORS!
1:00pm TODAY
PHILIPS MICHAELS AND MATHEW HONAN
NEW APPLE PRODUCTS

More than 93,000 showgoers descended on San Francisco for Macworld Conference and Expo to see the latest wares from more than 300 Macintosh developers, making it the largest U.S. Macworld ever. Macworld editors ***Matthew Honan*** *(l) and* ***Philip Michaels*** *dispense advice to a Mac user at the Macworld booth.*

In honor of its 100th issue, the January edition of *Macworld Italia* contained extra pages packed with articles celebrating the 100th milestone. The 30,000–copy print run was the publication's highest ever.

Application Service Provider ASPWORLD CONFERENCE & EXPO

IDG World Expo's ASPWorld Conference & Expo makes its Asia debut, drawing 43 exhibitors and 5,532 attendees to Hong Kong.

IDG Chairman ***Pat McGovern*** *(left) and IDG World Expo President and CEO* ***Charlie Greco*** *flank "NBC Nightly News" Anchor Tom Brokaw, who delivered the COMNET keynote address. World Expo's 23rd annual COMNET Conference & Expo in Washington, D.C., featured 450 exhibitors who introduced more than 100 new products.*

PC WORLD
HIGH-TECH BUYERS GUIDE

For an uprecendented seventh straight time, *PC World* dominated all measured technology publications in total reach to senior executives in the 2000-2001 Purchase Influence in American Business Study.

> *"Market anxiety can accelerate the need for reliable information, insight and community. IDG's products and geographic diversity serve us particularly well during these kinds of market cycles."*
>
> *— Kelly Conlin, IDG president & CEO*

Making news

The European Commission unveils its plan to fight cybercrime by harmonizing nations' laws across the region.

YAHOO!

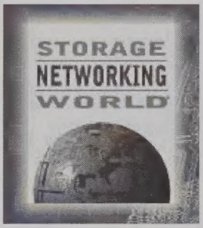
IDG editorial content is prominently featured on three Yahoo! Industry Marketplaces focused on electronics, IT software and IT hardware.

STRATEGIC DIRECTIONS
eBusiness & Telecoms
La New Economy estallará en el 2001 !!
IDG

Deregulation of the Argentine telecommunications market prompts IDG Argentina to roll out the "0" issue of a *Network World*-style title, *e-Business & Telecoms*, in anticipation of a mid-year launch.

IDC President and CEO ***Kirk Campbell*** *(left) and IDG Chairman* ***Pat McGovern*** *(right) with Peacock Award winners* ***Carl Olofson*** *(second from left) and* ***Ray Boggs*** *It was the first time in the 17-year history of the Peacock Awards that two IDC employees shared the company's top analyst award; no runner-up was named.*

IDG Norway launches a comprehensive sales training program designed to enhance professional development, boost motivation and foster team spirit among its 40-person sales force. Key organizers are (L-R): ***Per Anders Amundsen****, sales manager, Computerworld;* ***Rune Antonsen****, sales manager, IDG Magazines;* ***Morten Christensen*** *sales coach manager.*



An overflow crowd of 5,000 attends the first Storage Networking World/Tokyo, the first SNW to be held outside the U.S.

FEBRUARY

IDG employee CONNECTION

IDG HR's new site, The Employee Connection (http://hr.idg.com), enables U.S. employees to access their records, update personal information, review and enroll in training and development courses, check the Employee Handbook and update benefits elections.

The fifth annual IDC/World Times Information Society Index publishes its findings: Sweden is the world's dominant information economy for the second consecutive year. Norway, Finland, the U.S. and Denmark round out the top five.

PC World's online soap opera – "The PC World is Wide – is a novel means of promoting PCWorld.com to advertising agencies and media planners.

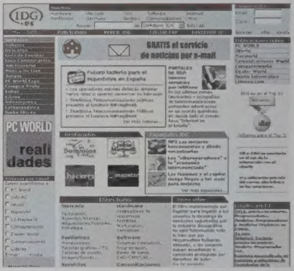
Representatives from 77 companies have eight minutes to explain their technology or business proposition at the invitation-only emerging technologies conference DEMO, organized by IDG Executive Forums.

IDG Global Solutions serves as the lead sponsor at Baptie's Channel Focus Latin America conference in Miami.

More than 180,000 people go through the turnstiles at the most popular Mac event in Japan, Macworld Conference & Expo/Tokyo, which featured more conference sessions than ever before.

NetworkWorld
GERMANY
PRINT
ONLINE
EVENTS

Network World Germany Publisher ***Eva-Maria Behrendt*** *displays the cake celebrating the title's first anniversary.*



IDG Spain unveils major upgrades to its six-year-old site, www.idg.es, including new interactive tools, a daily news bulletin via Radio IDG.es and breaking news in Latin America.

IDC's Portal Products Group, aiming to be the premier source for licensed Web content on IT topics, launches Mobile Trends, IDC's fourth free, weekly online newsletter.

10+ years

Pat McGovern, 37 • Richard Priante, 26 • Marion Kibbee, 26 • Rainer Oberländer; 25 • Molly Upton, 22 • Karen Weston, 20 • Magdalena Axelsen, 19 • Ricardo Gonçalves, 19 • Francisco Zabala, 19 • Carl Marchi, 18 • Andreas Förth, 18 • Gérard Adamis, 17 • Wes Nihei, 17 • Iris Clench, 17 • Robert Kanes, 16 • Linda Gorgone, 15 • Deb Goldstein, 15 • Merv Langby, 15 • Nina Mattsoff, 14 • Susan Collins, 14 • Mark Sullivan, 14 • Penny Stevens, 14 • Olga Fernandez, 14 • Magdalena Zabala, 14 • Vicki Brown, 14 • Paul Mercer, 14 • Carole Prigent, 13 • Eric Ochs, 13 • Dorothy Rosenthal, 13 • Kevin Burns, 13 • Laura Sears Brady, 13 • Clare Gillan, 13 • Alexandre Campos de Barros, 13 • Ushi Weiss, 13 • Bruce Stephen, 13 • Gregg Pinsky, 13 • Lucy Chaudhuri, 12 • Terri Schafer, 12 • Donna Kirkey, 12 • Graham Penn, 12 • Alvaro Morenes, 11 • Monica Capuzzi, 11 • Cheryl Asselin, 11 • Ingela Meerburg, 11 • Kelly Crowley, 11 • Nieves San Roman, 11 • Pilar Tejero, 11 • Patricia Smith, 11 • György Birkus, 11 • Bill Reinstein, 10 • Jodie Naze, 10 • Peter Wiklund, 10 • Jorgen Bergfors, 10 • Tomas Zirn, 10 • Rosa Maria Martin, 10 • Christine Gibney; 10 • Thomas Christensen, 10 • Barbara Sullivan, 10 • Jill Spooner, 10 • Christoph Burkhart, 10 • Claudia Dudkin, 10 • Reinhold Harlacher, 10 • Ingrid Kurz, 10 • Lothar Miedel, 10 • Peter Townsend, 10

Senior marketers from IT vendors, media buyers and channel professionals get up-to-date information on the Latin IT market from IDC at the second Latin American Exchange, organized by IDG Global Solutions.

IDG Japan and IDG Executive Forums collaborate to produce the first DEMO-branded event outside the U.S. An invitation-only group of more than 240 business decisionmakers assembled in Tokyo for leading-edge product demonstrations, discussion and networking.

Thirty attendees from 12 Latin American countries share ideas on what works and what doesn't in the print and online publishing world at the Computerworld/InfoWorld Global Product Line Meeting in Miami.

IDG Bulgaria continues to expand its portfolio of vertical market executive forums with the launch of Information Technologies for Insurance Companies and Pension Funds.

*IDC Group Vice President/Telecommunications **Mark Winther** presents at IDC's third European Telecoms Forum in Rome, which draws more than 350 telecommunications professionals to learn more about broadband technology and how it will transform e-business.*

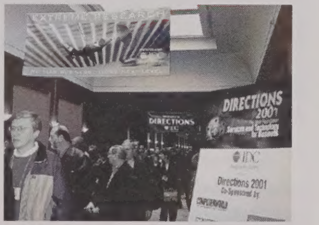
Making news

IBM faces explosive charges that it provided the punch-card systems used to catalogue and process victims of the Nazi German genocide against Jews and other groups during World War II.

The first IDC Marketing Essentials training program aims to rapidly assimilate and educate IDC's worldwide marketing staff, which has doubled since 1998 to 86 people.

MARCH

The American Business Media's Neal Awards for editorial excellence go to *PC World* (its 14th since 1995) and *Darwin*, its first after just two published issues.



IDC holds its 36th annual Directions conference in Boston and San Francisco with 22 of IDC's top analysts giving their predictions about IT strategies and which IT vendors, products and technologies will succeed or fade. Combined attendance is a record-breaking 2,392.

Computerworld introduces a bi-monthly supplement, *Computerworld ROI*, that focuses on information technology payback.

*Spurred by changes in both technology and reader behavior, the German IT weekly leader Computerwoche responds with a shift in editorial focus, a major redesign and a reorganization of its editorial team. Members of Computerwoche's editorial staff include (l-r): **Sabine Ranft**, editor; **Joachim Hackmann**, senior editor; **Martin Seiler**, editor; **Peter Gruber**, senior editor; and **Jürgen Hill**, senior editor.*

IDC President & CEO **Kirk Campbell** is included in *BtoB* magazine's annual "Top 25 E-Champions" list.

PC World Italia achieves record sales of 104,489 copies.

10+ years

Diane Martin, 24 • Tom Monahan, 23 • Walter Schönberger, 22 • John Dix, 21 • Ed Scannell, 21 • Shirley Ingram, 20 • Fred LoSapio, 19 • Fernando Moran, 19 • Mary Ann McAuley, 19 • Lucy Sheehan, 18 • Dorthe Theodoraki, 18 • Cynthia Sparrow, 18 • Wolf-Dieter Lorenz, 17 • Libby Levinson, 16 • Terry Lee, 16 • Christine Grelet, 15 • Melanie Guy, 15 • Eleni Brisbois, 14 • Richard Villars, 14 • Michele Kalin, 14 • Karman Chang, 14 • Tania Evans, 14 • Vibeke Whitehead, 13 • Miklos Cocron, 13 • Kirk Campbell, 13 • Judy Bonasoro, 12 • Fatima Ruiz del Olmó, 12 • Evilee Thibeault, 12 • Martin Fälström, 12 • Ursula Istavrinos, 12 • Grant Clothier, 11 • Ellen Messmer, 11 • Carlos de la Iglesia, 11 • Sabine Terras, 11 • John Kelley, 11 • Kirsten Bæk, 11 • Thomas Wilms, 11 • Randy Ross, 10 • Heidi Broadley, 10 • David Wren, 10 • Cathy O'Leary Hayes, 10 • Berit Ellegaard, 10 • Reinhard Prasse, 10

More than 140 employees from 11 countries attend the Global Web Support Center's Asia/Pacific Online Meeting in Beijing.

IDG China launches *Digital Fortune*, a Chinese-language version of *The Industry Standard*.

COMPUTERWORLD
1981-2001

ComputerWorld España marks its 20th year of undisputed leadership in the Spanish IT publishing market with a gala for 500 top executives in IT and government and the 10th presentation of the Computer-World Awards for IT project excellence. The anniversary issue had 196 pages, 76 of which were ad pages.

> *"Our events must meet three key requirements: best programs, best speakers and best locations in order to be able to command high sponsorship and registration fees. In the overcrowded world of IT conferences, either you are excellent or you die. This is why we are still successful."*
>
> — Roberto Masiero, president, IDC EMEA

> *"If you stay focused on your mission and your customer, communicate regularly and honestly with your team and don't panic or make short-term decisions, you should nicely distance yourself from the competition and be stronger than ever when the economy bounces back."*
>
> *— Evilee Thibeault, Network World publisher & CEO, speaking at the IDG Global Media Institute*

Making news

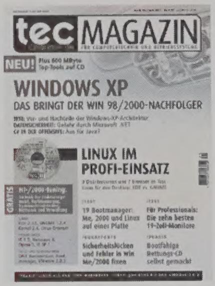
Music-sharing service Napster struggles to comply with court orders to filter out copyright music from its service.

PC World and *Network World* collaborate to reach an underserved market and hold a series of free one-day seminars, Networking for Small and Medium Business, in eight U.S. cities.

CXO Media collaborates with the U.S. Dept. of Commerce to produce the second Internet Security Policy Forum in Washington, D.C. Speakers include Harvard Law Professor Arthur Miller and National Security Advisor Dr. Condoleeza Rice.

IDG Japan organizes the first UML Forum in conjunction with OMG Japan for 2,168 software engineers, consultants and corporate users who want to know more about Unified Modeling Language.

The JobUniverse Global Product Support Center launches a microsite on IDG's Global Web Support Center to improve information exchange among IDG employees and the JobUniverse GPSC.



IDG Interactive Verlag produces a special newsstand print edition of its online product, tecChannel.de, driving increased traffic to the site for technical IT professionals.

Network World Italia organizes the first of two roundtable discussions between software vendors and users to discuss the results of two online surveys of reader opinions on Enterprise Resource Planning and ASPs.

CIO
100th
100th
0th

CIO Korea celebrates its 100th issue with awards for the country's Best CIO and Best CIO/CEO Partnership.

Germany's *Computerwoche* finishes compiling reader responses to the first Computerwoche Brand Awareness Survey and can now give advertisers feedback on issues such as their products' perceived quality and perceived value-for-money, as well as how they are seen in the marketplace.

APRIL

The newly renamed IDG Global Media Institute, formerly the IDG Publishing Institute, helps foster a deeper awareness of the strategic issues and leadership challenges facing IDG in the 19 senior managers who attended the five-day event in Boston.

Laurentian Technomedia Inc., IDG's Toronto-based publishing partner since 1989, changes its name to IT World Canada.

IDC introduces its Global IT Economic Outlook Research Program, which looks at the IT market's impact on the overall economy in countries worldwide and provides comprehensive data to IT companies seeking to expand or boost sales internationally.

Computerworld stages "Who Wants to Be a Storage Millionaire?" during the closing dinner at CW's fourth Storage Networking World in Palm Desert, Calif.. The event posted record-breaking numbers for the series, with more than 2,200 attendees and 92 sponsoring companies.

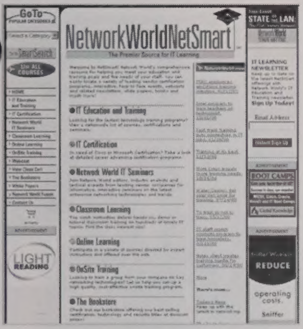
For the third consecutive year, IDG Bulgaria organizes the Bulgarian Banking IT Forum to create a dialogue among prominent banking executives and government officials.

JOB
JOB WORLD

Taxi riders in Copenhagen get an up-close look at the logo for IDG Denmark's market-leading recruitment site, JobWorld (www.jobworld.dk).

10+ years

Ursula Sauter, 23 • Delia Quartey, 21 • Ann Finn, 21 • Helga de Gregori, 20 • Stephen Brown, 18 • Mette Lautrup, 18 • Yannick Robain, 17 • Karen Lincoln, 17 • Carlos Alberto Pereira, 17 • Valerie Sanclemente, 17 • Penny Winn, 17 • Joachim Herbert, 16 • Maria Dolores Hermosell, 16 • Ramon Nacenta, 16 • Aromi Rajon, 16 • Carole Zozaya, 15 • Judit Fülöp, 15 • Simone Fiedler, 15 • Kazuhiko Kajihara, 15 • Norma Tamburrino, 15 • Patricia Sims, 14 • Stephen Tozeski, 14 • Magdalena Koch, 14 • Nancy Grant, 14 • Emilia Garcia, 14 • Graca Sermoud, 13 • Norma Mena, 13 • Peter Gruber, 13 • Catherine Boisadam, 13 • Crawford Del Prete, 13 • Patricia DeBiase, 13 • Gabriele Arioli, 13 • Richard Pastore, 13 • Bob Ainsworth, 13 • Margarita Chiango, 12 • Robert Sawdon, 12 • Kirsten Hojrup, 12 • Hiltrud Osterried, 12 • John Pickett, 12 • Basilio Rodriguez, 12 • Ruggero Vota, 11 • Hans Henrik Brunnmayr, 11 • Svenja Mohn, 11 • Franz Josef Reismann, 11 • Setsuro Tamai, 11 • Alessandro Degli Occhi, 11 • Ken Xie, 11 • Claudia Sans, 11 • Susanne Kirmaier, 11 • Hans Koniges, 11 • Tony Picardi, 11 • Josiane Duhamel, 11 • Gábor Révész, 11 • Maria Rosa Rodriguez, 11 • Harry McCracken, 10 • Ágnes Héjjas, 10 • Nilde Meregalli, 10 • Silvia Langford, 10



Network World introduces NetSmart (www.netsmart.com), a training and education portal that allows readers to access a host of educational resources from their desktops.

IDC Chief Research Officer **John Gantz** fields a question during a satellite media tour about eWorld 2001, the largest, most comprehensive global study of Internet and e-business adoption ever undertaken The study comprises tens of thousands of responses from CIOs and IT managers, Internet executives and consumers in 27 countries.

Media Power 50
SPECIAL REPORT

CIO, PCWorld.com, *The Industry Standard* and TheStandard.com are represented in the BtoB Media Power 50 list.

Scooping up awards in eight categories, IDG makes an impressive showing during the Folio: West show with InfoWorld, Macworld, PC World taking home nine Maggie Awards for editorial and design excellence from the Western Publications Association. Representing PC World are (l-r): ***Andrew Brandt****, senior associate editor;* ***Harry McCracken****, executive editor;* ***Kim Zetter****, senior associate editor;* ***Tom Mainelli****, senior associate editor;* ***Beth Kamoroff****, assistant art director;* ***Grace Aquino****, associate aditor;* ***Peggy Watt****, senior editor and* ***Fane Wolfer****, senior copy editor.*

IDG Venezuela Managing Director **Peter Cernik** builds visibility for *Computerworld Venezuela* by hosting an IT and science radio talk show in Caracas.

The 40 employees at the Network World Global Product Line meeting in Lisbon share strategies, plans and what's worked best in sales, marketing, online, events and editorial. Representing Network World Germany are (l-r): Editor ***Oliver Haeussler****, Event Manager* ***Daniela Wirth****, Online Manager* ***Dirk Heib****.*

IDG Japan's fifth annual Computer Telephony World Expo, the national biggest event of its kind, draws nearly 60,000 attendees and 84 exhibitors.

Each month, the Boston-area sales reps from *CIO*, *Computerworld*, *Darwin*, *InfoWorld*, *Network World*, *The Industry Standard* and *PC World* gather for a "Grassroots" information-sharing meeting to increase the number of ad pages sold into IDG publications through an integrated approach to selling.

Computerworld, Inc. recognizes 310 Honors Laureates for their innovative applications of technology during a ceremony in San Francisco. Their achievements and stories will become part of the Computerworld Honors Program Archives Online (www.cwheroes.org/home.asp). Ten finalists will be honored at an awards ceremony in June at the National Building Museum in Washington, D.C.

Making news

IBM buys Informix database business for $1 billion.

CXO Media launches the CIO Best Practice Exchange, a network of more than 600 CIOs from large organizations who meet online to exchange information and advice on everything from measuring IT value to selecting a vendor. The community builders who made it happen include, from left: ***Nicole Glinski Curtin****, marketing communications manager;* ***Martha Heller****, CIO.com executive Web editor;* ***Graham White****, Web intern;* ***Andrew Burrell****, audience development manager;* ***Kelly Kimball****, Web engineer;* ***Ellen Morey****, senior Web developer;* ***Diane Chen****, Web developer; and* ***Tim Horgan****, senior vice president/Online.*

> *"IDG's continued recognition is a testament to the talent and accomplishments of our editors and to their unrivaled commitment to provide the highest level of editorial quality and design innovation to maintain IDG's position as the leading source for technology information."*
>
> *— Kelly Conlin, IDG president & CEO, on IDG winning nine Maggie Awards from the Western Publications Association*

MAY

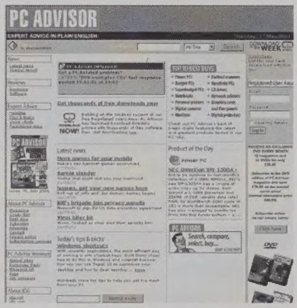
IDC lengthens its annual Storage Forum from one to two days in response to growing client interest in this burgeoning field. Among those involved in the planning: **Elisa van Dam**, vice president, U.S. Conference Group; **Crawford Del Prete**, group vice president, Hardware and **John McArthur**, vice president, Worldwide Storage Research.

PC World's Global Product Support Center, now managed out of IDG Netherlands, hosts the PC World Product Line Meeting in Miami. Some 84 representatives of IDG business units worldwide to share best practices and brainstorm ways to increase business.

> *"I find this balance between entrepreneurism and collaboration unique and one of the hallmarks of what makes IDG so successful."*
>
> *— Robert G. Magnuson, InfoWorld president & CEO*

5·24 創刊
[絶賛発売中／毎月24日発売]
IDG
Linux WORLD

The fifth LinuxWorld Expo/Tokyo attracts more than 40,000 attendees who got a first look at IDG Japan's new monthly LinuxWorld magazine. Representatives of IDG Japan's ad sales staff at the LinuxWorld Japan event are (l-r): ***Shigeru Nakabayashi, Motohiro Miura****, IDG Japan President & CEO* ***Setsuro Tamai****, Ad Sales Manager* ***Yuichi Tsujimura****, Manager, Newsstand Sales & Circulation* ***Kei Hiraide; Yuji Nishigouri*** *and* ***Hiroki Tanaka****.*

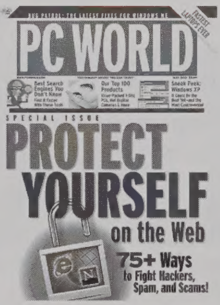


PCAdvisor.com triples its traffic since January, moving from third place to becoming the No. 1 site of any U.K. PC magazine, with more than 1 million impressions per month. The centerprice of the site is the Helproom, where site users can help one another with the more than 100 technical problems that are posted daily.

10+ years

Bob Wescott, 23 • Sumiko Ozawa, 21 • Christian Mahler, 21 • Dorothy Adams, 18 • Michelle Reyes, 18 • Susan Searle, 17 • Donald Best, 16 • Bob Ostrow, 15 • Rich Mikita, 15 • Julio Attala, 14 • Stephen Lennox, 14 • Mary Musgrave, 14 • Michael Deutsch, 14 • Ann Andrisani, 13 • Bruce Buckman, 13 • Joan Kelly, 13 • Judy Schultz, 13 • Vicki Peilen, 13 • Brian Clarke, 12 • Anthony Doesburg, 12 • Eric Cormier, 12 • Kim Nash, 12 • Sergio Rizzi, 11 • Juliana Davis, 11 • Margaret McAvenia, 11 • Adele Lee, 11 • Gigi Wang, 11 • Claus Egge, 10 • Mandie Johnson, 10 • Paula DeMeo, 10 • Renee Amadio, 10 • Christine Flanagan, 10 • Mary Harvey, 10 • Megumi Okamoto, 10 • Chris Norman, 10 • Trace Weatherford, 10

IDG Brazil's Web site, IDG Now!, was named the country's "Best Online IT News Service" and "Best IT Web Site" by the iBest awards given by a local company, Mantel.



PC World readership now tops that of all business or technology publications measured in the Spring 2001 Mediamark Research Inc. (MRI) Survey of American Consumers. *PCW*'s average issue audience has grown by nearly 12% to 6.6 million, while readership at No. 2 *PC Magazine* has declined by 6%.

Computerwelt Austria gives itself and its readers a 15th birthday present: a more stylish layout and a format change from A4 to the slightly larger A3 size.

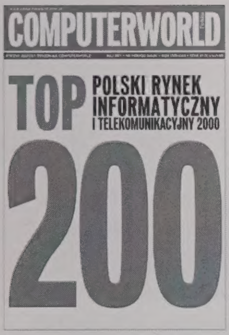
PCWorld.com introduces Product Finder, a one-stop source for wide-ranging and unbiased technology product buying information.

InfoWorld
First look at Web services
the True Value of IT
Come online: The price is right

InfoWorld readers hail the publication's redesign, which features a smaller trim size, cleaner layout and easier navigation.

The ninth annual COMNET Prague, organized by IDG World Expo in Germany, features the greatest variety of program options in the event's history. Close to 13,000 high-tech professionals view the products of more than 100 companies focused on the convergence of IT and telecommunications.

InfoWorld's senior leadership team's no-frills camping offsite meeting yields big results in teambuilding and strategic thinking.



Computerworld Poland's 10th annual special report on the country's top 200 IT and telecommunications companies endures as a highly anticipated product in the market that yields large profits for IDG Poland.

M3
PALM/SPÄNNER MUSKLERNA

IDG Sweden merges its 10-year-old *Maxidata* with *Mobile World* to create *M3-Maxi Mobile Magazine*, giving readers and advertisers a bigger, more comprehensive publication.

Employees searching for colleagues and business unit contact information have quicker access to IDG's Online Directory (www.idgdirectory.com), which also features a more precise engine.

Making news

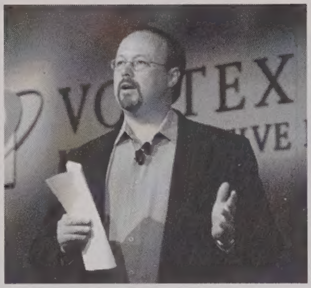
Intel Corp. pulls back the curtain on its long-awaited 64-bit Itanium processor, which it hopes will help it move up the food chain to compete with powerful Unix-based systems.

CIO.com
The Leading Resource for Information Executives

CIO.com celebrates its sixth anniversary by announcing a record-breaking one million visits during the month of May

For the second year IDG Italy serves as the IT media partner for the most important Italian IT exhibition for the enterprise: SMAU Impresa.

Network World Fusion (www.nwfusion.com) is cited as an outstanding model of print-to-Web integration by Min Magazine in its first annual review of "Publishing's Top People, Places & Things Online." Among those helping to keep Network World Fusion at the top of its game (standing, l-r): ***Hillary Freeley****, director of online development;* ***Sheryl Hodge****, online copy editor;* ***Robert Koenig****, account executive for Fusion;* ***Alonna Doucette****, vice president, online development;* ***Debbie Lovell****, online account manager;* ***Charley Spektor****, director of business development;* ***Stephanie Gutierrez****, account executive for Fusion; and* ***Adam Gaffin****, online editor. Seated:* ***Marlo Matoska****, senior Web producer; and* ***Jason Meserve****, staff writer, Fusion.*



With Network World President & Editorial Director **John Gallant** as executive producer, IDG Executive Forums held its fourth annual Vortex conference: three days of conferences and conversations for 300 high-level networking and telecomm professionals.

JUNE

GameStar
DVD EDITION
Operation Flashpoint
Duke Nukem Forever
Prozessor-Power

IDG Germany's *GameStar* magazine offers DVD covermount option to its 80,000 paid subscribers.

IDG Games Media Group's **Wes Nihei**, **John Rousseau**, **Kristin Shackelford** and **Francis Mao** display their business unit's ninth annual white paper, which focuses on the race for dominance in the 2002 games industry.

IDG's Irish publishing partner, Scope Communications Group, briefs attendees at this month's European Managers Meeting on its recent purchase of NUA Internet Surveys, a world-renowned online resource offering analysis and comment on global Internet demongraphics and trends. Above: NUA Editor **Kathy Foley** and Scope Communications Group Chairman **Frank Quinn**.

IDG East Coast employees raise $7,773 in 16th annual Boston AIDS Walk.(Top row, l-r): **Jared Butson**, IDG Training and Development Specialist **Laurie Parsons**, Carolyn Guberman, John McKean. (Bottom row, l-r): Julie Levesque, IDG List Services President **Deb Goldstein**, IDG Research Services Senior Research Analyst **Jen McKean**.

PC World hands out awards in 19th annual World Class Awards at PC Expo in New York.

> *"Unlike many other publishing companies that cancelled events this year, IDG Executive Forums staged a very successful Vortex, confirming that IDG has the resources, longevity and clout to pull off such a high-level event even in the worst of times."*
>
> *- John Gallant, Network World president & editorial director*

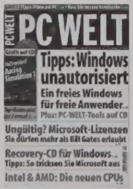
> "The upside of a down market is you can really see which companies have solid foundations and which are run on hype. Macworld is a powerful brand...and we will come through the current challenges."
>
> - Colin Crawford, president & CEO, Mac Publishing

IDG collects an unprecedented 32 awards at the American Society of Business Publication Editors' National Awards ceremony. Honored were Computerworld and PC World, which each won seven awards; Darwin, which captured three gold medals and a silver; CIO and Network World, which each took home gold; and InfoWorld, which garnered two silver medals. IDG's Web properties captured another 13 awards. These West Coast employees display the regional ASBPE awards that gave them entrée to the national competition.

IDC Canada and IT World Canada team up to produce eXecuting in the Evolving Economy. The partnership allowed both companies to maximize their strengths while gaining visibility with each others' clients.

Bob Magnuson, CEO InfoWorld Media Group (l), congratulates CTO of the Year, Bill Raduchel, CTO AOL/Time Warner. InfoWorld's second annual CTO of the Year award ceremony was a highlight of the second annual CTO Forum. The event fosters community among one of the newsweekly's key constituencies, offering the more than 250 chief technology officers the chance to talk trends, exchange ideas and build relationships with their peers.

Network World Executive Editor/Online **Adam Gaffin**, *InfoWorld* Editor-in-Chief **Mike Vizard** and *PC World* Editorial Director **Kevin McKean** lead the "How We Saved Our Web Site" panel at the second annual North American Online Meeting in New York. More than 100 individuals from IDG offices in the U.S., Canada, Denmark, Germany, Japan, the Netherlands, New Zealand, Poland, Switzerland and the U.K. attended.


PC WELT
Gratis auf CD
Racing Simulation
Tipps: Windows unautorisiert
Ein freies Windows für freie Anwender...
Plus: PC-WELT-Tools auf CD
Ungültig? Microsoft-Lizenzen
Sie dürfen mehr als Bill Gates erlaubt
Recovery-CD für Windows...
Tipps: So tricksen Sie Microsoft aus
Intel & AMD: Die neuen CPUs

PC Welt announces that beginning in August, it will be the featured IT publication on Eurowings, Germany's third-largest domestic airline.

CIO
CANADA
View From The Top

CIO Canada writers are honored in the prestigious Kenneth R. Wilson Memorial Awards. The publication earned first place in the editorial category of "Best Technical Article" for regular contributor Gerry Blackwell's piece "Hackers Raise the Stakes," and an honorable mention for "Best How-to Article" for contributor Grant Buckler's "All Together Now..."

IDG List Services holds first strategic offsite meeting for account executives to brainstorm ways to improve teamwork and boost sales in tough economy. (Back, l-r): ***Kathy Bird, Amy McCabe, Steve Tozeski, Christine Cahill, Robyn Small, Andrew Sambrook*** *(presenter). (Front, l-r):* ***Paul Capone, Elli Greenberg****, IDG List Services President* ***Deb Goldstein*** *and* ***Rich Green****.*

Each month *PC Advisor* asks 1,500 members of its reader panel to go online and evaluate proposed covers for upcoming issues. Impressive response rates of 25% to 35% are the norm in this unique dimension of *PC Advisor*'s extensive research effort.

Making headlines

An investor who has sold two companies to Computer Associates launches a proxy fight to replace its board and turn around mismanagement that has "let the best software market in history pass it by."

unlimited
Unleash creative spark
COMPUTERWORLD

IDG New Zealand collects seven honors from Qantas Media Awards, the country's most prestigious journalism accolades. Unlimited scooped up four awards and *Computerworld New Zealand*'s finalist placing in the "Best Weekly Newspaper" category It was the first time a trade publication ever made it to the finals.

IDC's Investment Research Services and Global IT Advisor programs exhibit for influential clients at the Special Library Association Conference. Account Manager **Michelle Obrda** and Marketing Programs Manager (and booth coordinator) **Miriam Kutcher** collect more than 500 business cards from clients and prospects.

IDG

Week of December 31, 2001

Bookkeeper (CSG)

IDG's Accounting Department is seeking an individual to be responsible for accounts receivable, cash receipts, accounts payable, and General Ledger data input for one or more IDG business units. Duties include vouchering, A/P, and entering and posting A/R and A/P to General Ledger. This position requires a high school diploma and 4-5 years of bookkeeping experience. The ideal candidate will have an Associate's Degree with strong attention to detail and superior follow-through skills. Experience writing journal entries is a plus. If interested, email resume to jcjobs@idg.com or fax resume to (508) 935-4600. *Location: Framingham – MA*
Contact: Email: jcjobs@idg.com

Sr. Tax Accountant (CSG)

IDG's Corporate Support Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus. If interested, please contact Jennifer Carty at jcjobs@idg.com or fax resume to (508) 935-4600. *Location: Framingham - MA*
Contact: Email: jcjobs@idg.com

Tax Manager (CSG)

Reporting to the Vice President of Corporate Tax, this position will assist in the coordination of IDG's federal and state tax compliance and planning effort. Includes overseeing the preparation of a consolidated federal and multi-state income tax returns; information reporting on foreign entities; foreign tax credit; unitary filings. Will also be responsible for quarterly and year end tax provisions; coordination of IRS and state/local audits as well as year end financial audit; ongoing planning and research; business unit consultation. 7 - 12 years tax experience required. CPA/MST desired. *Location: Framingham – MA*
Contact: Email: jcjobs@idg.com

Copy Editor (IFW)

InfoWorld Media Group is seeking qualified candidates to fill a Copy Editor position. The ideal person should thrive on working in a deadline-oriented, team environment. Job responsibilities include editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines, captions, and pulling quotes; designing pages using QuarkXPress; copy editing text charts and infographics on Quark pages; and posting stories on InfoWorld.com. A degree in English or related field and one year of experience preferred. You must demonstrate solid copy editing abilities on in-house copy editing test. *Location: San Mateo – CA*
Contact: Email: resumes@infoworld.com

Reporter (IFW)

InfoWorld is seeking an ambitious reporter to cover the networking industry for the IT industry's leading newsweekly and web site. The successful candidate will have 2-5 years experience in covering information technology and optimally have knowledge of networking technologies. Reporter will work the beat by cultivating sources in the IT industry and user community. Writing requirements include covering breaking news for infoworld.com, as well as working enterprising news and features stories. Send resume and clips to resumes@infoworld.com.
Location: San Mateo – CA
Contact: Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent, self-starter who will provide multi-functional support to the Regional Sales Manager. Working as a vital part of the Western Regional Sales team, you will generate and update sales/client files maintained on our databases, provide ongoing customer service to clients, facilitate ad production, help prepare sales presentations and provide general administrative office support. Position is located in San Mateo, California. In this fast-paced competitive environment, flexibility, a dedication to "service excellence", strong written and verbal communication skills and a passion for learning are essential. Requires minimum 2 years business experience. Candidates will be PC proficient with MS Word, Excel, PowerPoint, have a strong understanding of the Internet and be able to manage multiple tasks. *Location: San Mateo CA*
Contact: resumes@infoworld.com

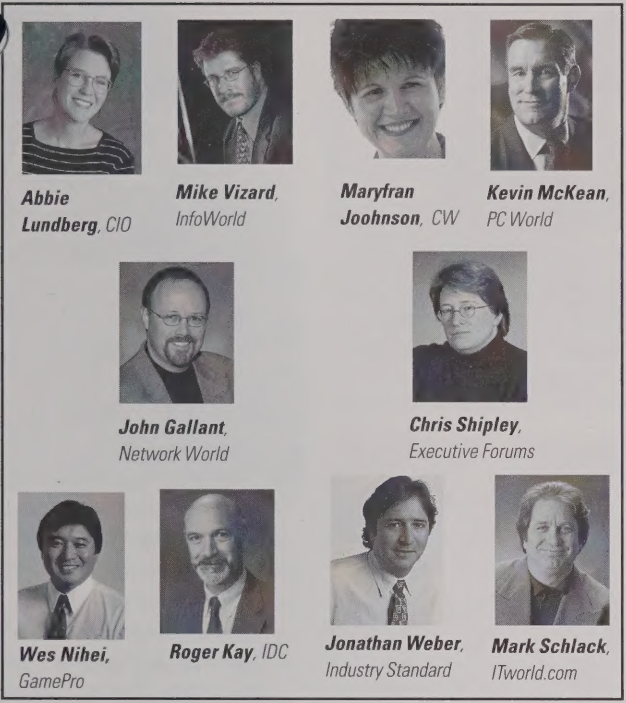
VP Marketing (IFW)

The VP Marketing will report to the EVP and Publisher, serve as part of the InfoWorld executive team and be responsible for the marketing function of the company. The VP Marketing will manage department resources-including staff and budgets-and develop all promotional materials, craft effective communication strategy, create and maintain all sales tools, presentations and promotional collateral, and direct all public relations activities including client events for the company. This position will require extensive customer interface. Candidates must have proven success implementing integrated media programs; ten years experience in a senior marketing management capacity; possess excellent communication and presentation skills; comprehensive knowledge of the computer publishing industry and ability to work in a team-oriented environment with a high sense of urgency in delivering quality marketing materials. *Location: San Mateo, CA*
Contact: S. Brown, Email: susan_brown@idg.com

Associate Editor, Reviews (MAC)

Macworld magazine seeks an Associate Editor for the Reviews department with top-notch editing and communications skills. The ideal applicant is interested in the Macintosh product market, has prior experience with the Mac platform, has earned a Bachelor's degree in English or other related subject, has 1-2 years experience in the print publishing field and possesses attention to detail bordering on the obsessive. The Associate Editor, Reviews, will schedule and assign reviews to writers and request products through vendor contacts. In addition s/he will edit reviews and communicate with writers to ensure fairness and accuracy. In collaboration with other staff members in the copy edit and design departments, s/he will see reviews through the publishing process. Other duties include working with the Reviews editor to ensure the Macworld Reviews Guidelines are up-to-date, stay attuned to a product area of the Mac market with which s/he has some expertise, and occasionally meet with vendors in that product area. Please send cover letter and resume via e-mail (Microsoft Word or ASCII files preferred) to Jennifer Berger, Reviews editor, Macworld magazine, at jberger@macworld.com. *Location: San Francisco – CA*
Contact: J. Berger, Phone: 415-243-3541, Email: jberger@macworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG



***Abbie Lundberg**, CIO*

***Mike Vizard**, InfoWorld*

***Maryfran Joohnson**, CW*

***Kevin McKean**, PC World*

***John Gallant**, Network World*

***Chris Shipley**, Executive Forums*

***Wes Nihei**, GamePro*

***Roger Kay**, IDC*

***Jonathan Weber**, Industry Standard*

***Mark Schlack**, ITworld.com*

More IDG journalists, analysts and publications are among Adweek Magazine Technology Marketing's "Influencers Report" than those from any other media company.

*JavaWorld Editor-in-chief **Naoyuki Sakai** (left) and Ad Sales Representative **Motohiro Miura** were two of the primary organizers of IDG Japan's JaveWorld Day for Developers. JavaWorld's first branded event attracted a capacity crowd of 300 to the 12 conference sessions and a small exhibition area.*

During a visit replicated by IDG Recruitment Solutions' sales staff throughout the U.S. Eastern Regional Manger **Deanne Holzer** (center) makes a presentation to one of the firms cited in *Computerworld*'s 100 Best Places to Work issue.

10+ years

Debra Sobin, 23 • Cindy Delany, 21 • Matt Smith, 21 • Marilena Gonçalves, 21 • Robin Robison, 21 • Patricia Keefe, 20 • Arline Clements, 19 • Debbie Waters-Colacchio, 19 • Derek Hulitzky, 18 • Mitch Betts, 17 • Carol Miller, 17 • Andreas Dunse, 16 • Rudolf Schuster, 16 • Walter Kainz, 16 • Martin Hingley, 15 • Susan Egan, 15 • John Robison, 15 • Pim Bilderbeek, 15 • Dagmar Batschat, 15 • Irmtrud Schäfer, 14 • Norm Noble, 14 • Eileen Lobaugh, 14 • Gary Anthes, 14 • Bob Brewin, 14 • Rex Farrance, 14 • Gaby Kirschbaum, 14 • Susanne Kratoschka, 14 • Michael Nerke, 14 • Susan Kusnic, 13 • Lois Leuthner, 13 • Alan Farias, 13 • J.P. Martinez, 13 • Andrew Sambrook, 13 • Julie Gilbert, 13 • Karin Tzschentke, 13 • Francisco Sanchez, 12 • Paul King, 12 • Meg Rogers, 12 • Janet King, 12 • Robin Robinson, 12 • Robert Peterson, 12 • Bob Pinchin, 11 • Mary Porter, 11 • Clare O'Brien, 11 • Henry Pham, 11 • Philippe Rose, 11 • Guy Eaton, 11 • Judith Mallman, 11 • Bea Horváth, 11 • Ilona Rodriguez, 11 • Terri Mitchell, 10 • Lisa Sydney, 10 • Patricia Owen, 10 • Noboru Masuda, 10

JULY

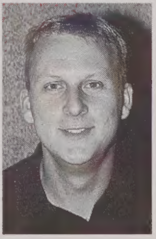
Macworld Conference & Expo draws record crowd and surpasses PC Expo and Internet World as the largest annual technology event in New York.

Bob Pinchin (left) named managing director at IDG New Zealand. Previously publisher of IDG New Zealand's six technology titles, the 11-year IDG veteran succeeds **Martin Taylor,** who is leaving to pursue investment opportunities.

IDG signs a marketing and cross-promotional agreement with eBay allowing IDG.net users to link directly to eBay and buy the technology products they read about on IDG Web sites. The agreement encompasses promotional banner ads, print ads and Web site sponsorships across eBay and IDG print and online properties.

IDG Ventures Europe announces first investment. The company is participating in a $14.4 million investment round in ClarITeam, a Paris-based managed service provider. Above, IDG Ventures Europe managing partners **Ajay Chowdhury, Chris Smart** and **Kit Gould**.

Network World's Global Product Support Center Web site goes live. The new site is intended to help IDG's 22 networking titles around the globe to keep in touch, share ideas and address issues of common interest on a regular basis.



Raimon Gort takes the reins at IDG Netherlands. A 10-year IDG veteran, Gort was previously director of the Haarlam-based company's print division. Gort succeeds outgoing managing director **Paul Molenaar**.

PC World continues to enhance its site offerings with the addition of PC Pitstop, an online "service station" for PCs allowing users to get a personalized list of performance evaluations, remote diagnostics, downloadable patches and virus detection.

> *"IDG World Expo has a tremendous advantage over our competition. As part of the IDG family, we have incredible resources in the form of outstanding research and collaboration with IDC, and we work closely with a number of IDG publications. These entities represent some of the most significant thought leaders in the IT industry."*
>
> *— Charlie Greco, president & CEO, IDG World Expo*

> *"Companies will continue to build and enhance their infrastructure. I see a point in the near future that advertisers will feel compelled to increase spending to ensure their brands are identified among those stable vendors a company can rely on for IT solutions."*
>
> *— Joan Kelly, president, IDG Communications*

CXO's Web team donates its time and talent to helping a locally based non-profit organization revamp its Web site. AccesSport America, which adapts equipment for high-challenge water sports for children and adults with disablilities, got a flashy new site while members of the CXO Web group had an opportunity to hone their skills developing a Web site from scratch.

IDC U.K. Research Associate ***Matt Dunn*** *(left) and Marketing Executive* ***Terry Cummings*** *(right) test their luck running with the bulls in Pamplona.*

European *GameStar* publications from Germany, Czech Republic and Hungary hold first joint editorial meeting to share experience and explore ways to enhance cooperation.

IDG
Customer Intelligence Agent

IDG Global Communications unveils revamped IDG-CIA.com. The site, which provides a forum for the exchange of news and intelligence on IDG's customers, competitors and the marketplace, is now home to the newly revived IDG Competitive Newsletter.

After nearly a year of retooling, redesigning and reorganizing, Germany's Computerwoche Verlag unveils enhanced JobUniverse recruitment site.

10+ years

Kathy Dinneen, 28 • Shirley Day-Kohn, 28 • Terri Bergstrom, 25 • Renate Giesen, 22 • Eduardo Ostan, 19 • Seppi Heber, 18 • Barbara Adamson, 18 • Sherry Driscoll-Coleman, 17 • Steve Ireland, 16 • Daniel Sommer, 16 • Jim Falanga, 15 • Ken Hoyt, 15 • Ralph Finos, 15 • Karin Quack, 15 • Corinne Schmidt, 15 • Helmut Sedlmeier, 15 • Wally Clegg, 15 • Kathleen Demko, 14 • Kimberly Schuberthan, 14 • Karin Reitberger, 14 • Kevin Burden, 14 • Tammy O'Sullivan, 13 • Judy Callahan, 13 • Harald Brechtl, 13 • Michelle Wong, 13 • Deb Vozikis, 13 • Caroline Craig, 13 • Lyn See, 13 • Abbie Lundberg, 13 • Jan-Bernd Meyer, 12 • Hans-Albrecht Simon, 12 • Carol Benioff, 12 • Manfred Weise, 12 • Tracey Capen, 12 • Mark Cappel, 12 • Claire Scanlan, 12 • Richard Willoughby, 11 • Torben Bjørn Sørensen, 11 • Petra Hermann, 11 • Mark Cappel, 11 • Scott McLarnon, 11 • Wally Palmer, 11 • Carin Stahl, 11 • Jaroslav Hrouda, 10 • Enrico Lotti, 10 • Ornella Fusina, 10 • Angelique Förster, 10 • Maria Dolores Rubio, 10 • Glenna Fasold, 10 • Bridgett Cammarata, 10 • Jan Cameron, 10 • Chris Keall, 10 • Kenneth Bäckstrom, 10

Seventeen Bay Area employees from five IDG business units helped raise more than $8,000 in San Francisco AIDS walk.

Making news

The Code Red worm spreads rapidly over the Internet exploiting a Windows NT flaw; costs to clean up after it are estimated at $2 billion.

AUGUST

IDG Denmark celebrates its 20th anniversary with a party for more than 500 clients, friends, former colleagues and press. In support of IDG Chairman ***Pat McGovern's*** *founding of the McGovern Institute for Brain Research at MIT, IDG Denmark Managing Director* ***Preben Engell*** *asked guests to consider donations to the Department of Traumatic Brain Disease at Hvidovre Hospital near Copenhagen. After matching the funds collected, IDG Denmark presented the hospital with a check for $12,200.*

Employees from *PC World* and IDG Central Services in San Francisco volunteer to help protect endangered plants in the city's Presidio.

Top editors from IDG's six U.S. product lines tackle tough questions at IDG's first-ever editorial roundtable for clients and agency representatives. Called "What's Next?" the panel showcased the collective power of IDG's U.S. brands while providing a valuable service to clients.

PC-Welt honors top vote-getters in 10 categories from the German participants in IDG's annual Brand Awareness International brand-image study for the IT market. This year's study was a joint effort among IDG Magazine Verlag, IDG Global Solutions, the PCW Global Product Support Center and PC World publications in Denmark, U.K., France, Italy, the Netherlands and Norway. Above left, ***Stephan Scherzer****, PC-Welt publisher, stands with two of the winners.*

Public relations, marketing and research professionals from 15 U.S. business units meet to network, share tips and contacts and explore global opportunities.

IDG hosts four INROADS interns at its Framingham and San Francisco offices. INROADS is a national internship program that provides business experience to talented minority students.

Welcome LINUXWORLD
CONFERENCE & EXPO

IDG World Expo's LinuxWorld Conference & Expo draws 18,000 attendees and 180 exhibitors to San Francisco.

Attendance is up sharply at Vietnam Computerworld Expo. The sixth edition of the show drew some 112,000 attendees to view the wares of 97 local and international exhibitors.

Making news

Russian programmer Dmitry Sklyarov pleads not guilty to charges that he violated terms of the 1998 Digital Millennium Copyright Act.

IDG's fourth annual U.S. sales meeting is marked by a pervasive resolve to sell creatively and collaboratively to make IDG a winner in the face of tough economic conditions. Some 200 representatives of IDG's major U.S. business units attended. Above, IDG President & CEO **Kelly Conlin** chats with IDG Communications President **Joan Kelly** during a break.

CIO Executive Programs hosts its third annual CIO 100 Symposium and Awards event for 416 attendees from the U.S., Switzerland, Japan, France, Canada and Brazil. Held in conjunction with the CIO 100 special issue of CIO magazine, the event honors the outstanding achievements of 100 organizations for leadership and innovation.

Standard Media International ceases publication of *The Industry Standard.*

Cydney Cotter, seen here with IDG President & CEO **Kelly Conlin** and Chairman **Pat McGovern**, was one of three Framingham employees presented with IDG Corporate Boviard STAR Awards in recognition of outstanding service, teamwork and results. Also honored were **Shawn King** and **Kevin McCluskey**.

IDG sells Hungry Minds (formerly IDG Books Worldwide) to John Wiley & Sons.

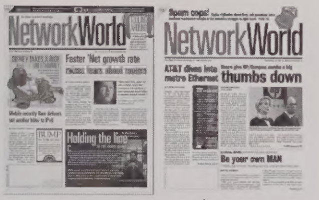
Network World crowns new champions in its second annual bocce tournament. Close to 70% of the staff took part in the summer-long tournament.

SEPTEMBER

IDG Norway inks one-year deal with Scandinavian Airline Systems to have its one-year-old *Business Standard* publication — a *CIO/Industry Standard* hybrid — among a select group of magazines made available to business class travelers in airport lounges and on long-distance flights.

10+years

Karl Heinz Zimmermann, 23 • Zvonimir Lepusa, 23 • Saiman Hui, 19 • Averie Rosemark, 19 • Carolyn Medeiros, 18 • Mary Fanning, 18 • Judy Sutter, 17 • Hans Weber, 16 • David Bromley, 15 • John Cox, 15 • Judd Aschenbrand, 15 • David Hill, 15 • Chris Cuoco, 15 • Roseann La Bruno, 14 • Reinelle Hicks, 14 • Debra Goldfarb, 14 • Sandra Kupiec, 14 • Kevin Greene, 14 • So Fong Yip, 14 • Michael Malone, 13 • Nancy Sheehan, 13 • Phyllis Borden, 13 • Ellen Sanderson, 13 • Philippa Grattan, 13 • Megan Santosus, 13 • Marlene Tobias, 13 • Kelly Conlin, 12 • Heinrich Vaske, 12 • Brad Christenson, 12 • Simon Salamon, 12 • Josef Gruber, 12 • Sven-Erik Remmare, 11 • Lynda Rosenthal, 11 • Mitchell Hayes, 11 • Carole Johnstone, 10 • Andrew Mattus, IV, 10 • Roberta Cruse, 10 • Marlene Levis, 10 • Nancy Newkirk, 10 • Ann Roskey, 10



Then ... *...and now*

Network World unwraps new design intended to boost readability. Enhancements include new fonts, color palette and a simplified table of contents.

Computerworld's Storage Networking World makes its European debut with a three-day event in Seville, Spain, that attracts attendees from 10 European countries.

For the third year, Miami-based PC World Latin America honored the best IT products and services in the region. The PC World Latin America Awards honored a total of 32 products and services selected from a field of 215 entrants. Judges included two editors from each of IDG's 10 Latin America *PC World* editions and two from the PC World Latin America office in Miami. Above, PC World Latin America Publisher **Trino Ramos** addresses attendees.

PC World unveils a cleaner, easier-to-navigate design and boosts print-Web connection.

PC WORLD
NEW POWER
FOR YOUR PC
Make It

> *"Things are tough, business is slow and customers are cautious. I've seen at least three cycles of the same thing. Just when the industry collapses and shakes out, it takes off again. There is huge opportunity out there."*
> — Pat McGovern, IDG chairman

> *"I am extremely grateful and proud to be an employee of Computerworld, especially over these past several sad and devastating days. It's not everyone who can say how terrific it is to be associated with such a fine team and a fine company."*
>
> *— Julia King, CW ROI executive editor*

Two days after the terrorist attacks against U.S. targets, Computerworld establishes a Web site to help coordinate the flood of offers of assistance from the IT community. Within a week, the site had collected approximately 2,000 entries offering computer hardware, software, networking and telecommunications equipment and services and consulting. ***Rick Saia, Melissa Solomon, Mark Savery, Sharon Machlis, Maryfran Johnson*** *and* ***John Brillon*** *were among the many Computerworld employees who responded to the outpouring of donation offers from the IT community.*

Close to 30 IDG staff members from various business units were stranded at the Networld+ Interop show in Atlanta following the terrorist attacks. Above, the group arrives home, weary but safe and sound after chartering a bus and driving through the night.

InfoWorld Mexico makes high-profile debut. Produced by IDG publishing partner Ediworld S.A., which also publishes *PC World Mexico*, the new title will appear fortnightly.

InfoWorld
MEXICO
NACE UN NUEVO ESTRATEGA EN TI
Hacia la e-organización

Making news

Hewlett-Packard announces plans to acquire Compaq in $25 billion deal, which would make it one of the largest information technology companies.

10+ years

Ingrid Schmid, 25 • Ann-Charlotte Berg, 22 • Karl Koessel, 18 • John Gallant, 18 • Siegfried Reich, 17 • Maureen Mottonen, 17 • Cheryl Crivello, 17 • Hans Peter Nitzsche, 16 • Gebhard Osterwalder, 16 • Jens Jørgen Krag Hansen, 15 • Angele Boyd-Myers, 15 • Marianne Nichols, 15 • Janet Glynn, 15 • Sylvie Neuhoff, 15 • Michael O'Neil, 15 • Laurel Peddie, 14 • Gary Beach, 14 • Susan Yanovitch, 14 • Stephanie Beach, 14 • Hilary Smith, 13 • Lars Østermann, 13 • Ágnes Radnoti, 13 • Irmgard Meyer, 12 • Debra Bernardi, 12 • Viola Farkas, 12 • Éva Szegvári, 12 • Susanne Seidelhuber, 12 • Christina Ölschläger, 12 • John St. Martin, 12 • Dick Denechaud, 11 • Thomas Roos, 11 • Lennart Ekner, 11 • Merrill Walsh, 11 • Anna Tse, 11 • Maria Jose Marzal, 11 • Colleen Beattie, 11 • Wayne Silverman, 11 • Teresa Lui, 11 • George Bulat, 11 • Jiri Zadnik, 10 • Sabrina Chummun, 10 • Catherine Renaudin, 10 • Maria Grazia Tripodi, 10 • Marisa Zampini, 10 • William Bernardi, 10 • Maria Ribeiro da Costa, 10 • James Duffy, 10 • Carraneo Simona, 10

Some 25 Boston-area IDGers walked under the Team IDG banner and helped raise over $6,500 in the Susan G. Komen Race for the Cure to help fight breast cancer.

IDG Hungary distributes special anniversary issue to mark its 10th year as an IDG subsidiary. IDG purchased the company, which had been publishing *Computerworld* under license in 1991. Of the 70 IDG Hungary employees, 18 have been with the company for 10 or more years.

WORLD
FIND OUT WHY FOUR OUT OF FIVE TOP MARKETING GURUS AGREE

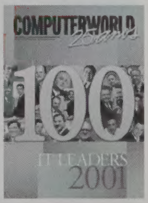
IDG showcases its global strength at Boston ad agency Arnold Worldwide where it was invited to display its product offerings in the agency's "media gallery." Above, Corporate Trade Show & Event Manager **Jane Benoit** puts the finishing touches on the display.

Computerworld Singapore honors country's top IT products and services in seventh annual Readers' Choice Awards.

IDG Executive Forums stages third annual DEMOmobile conference highlighting the mobile-related technologies that will shape the industry in the next 12-18 months. Above, DEMOmobile Producer **Jim Forbes** and Executive Producer **Chris Shipley**.

Millward Brown Intelliquest's Computer Industry Media Study (CIMS) v. 8.0 Business Study finds IDG publications reach more technology purchase influencers than those of any other media company and have double the reach of Ziff Davis and CMP.

Computerworld Brazil marks a quarter century in the local market.



OCTOBER

IDG releases The IT Market Ahead, a 20-minute Webcast that explores the future of the IT industry against the backdrop of a struggling worldwide economy and the terrorist attacks of Sept. 11.

Despite three new competitors, the slumping economy and the aftermath of the Sept. 11 attacks, Computerworld Inc.'s Storage Networking World comes within 5% of last year's profit and revenue marks and attnedance was down just 15% from the October 2000 event. Above, members of Computerworld's Strategic Programs & Events team are joined by staff from the company's facilities, IS and marketing departments.

GameStar
Special 1/2001
DIE ULTIMATIVEN SPIELE-DOWNLOADS

Germany's *GameStar* magazine packs five CD-ROMs onto a special 32-page issue of the magazine, with a cover price of approximately $10.00. The CD-ROMs contained tips and tricks, 35 different games, 90 patches, 100 of the latest drivers, 3-D graphics cards and sound cards. Newsstand buyers bought up more than half the 40,000 issues within a few weeks returning a nice profit to the company.

"Spirited" CXO Media staff celebrates Halloween in style.

IDC stages its annual information sharing event for top customers. This year's Customer Council meetings took place on the East and West coasts and once again provided a forum for strengthening the relationship between IDC and its customers.

Making news

Politicians, celebrities, IT executives and a gospel choir join Microsoft Corp.'s Bill Gates in New York's Times Square for the glitzy launch of its latest operating system, Windows XP.

IDC's relaunched employee intranet allows employees worldwide to access the site anytime and anywhere. Usage of the year-and-a-half-old site skyrocketed almost overnight from an average of 60 user visits per day to approximately 500. Above, the hardworking team that made it happen: ***Kirk Mitchener, Wayne Hetherington, Mark Hall, Joe Howard, Tony Arroyo*** *and* ***Frank Hare****. Not pictured:* ***Wes Dotts****.*

GamePro honors two employees for outstanding performance. Senior Editor ***Dan Amrich*** *received the President's Award for Employee of the Year, while Sales Associate* ***Leslie Horgan*** *received the quarterly GamePro Excellence Award.*

PC WORLD
FUTURE INTERNET
unlimited
Brain GAIN
internet
Web Tourist
Tame your inbox

IDG New Zealand takes home high honors from the annual Magazine Publishers Association Awards with three publications — *PC World*, *Unlimited* and *Internet Magazine* — receiving top honors and IDG New Zealand General Manager **Martin Bell** being named Publishing Executive of the Year.

LinuxWorld Conference & Expo Frankfurt finds a receptive audience at the European Banking Technology Fair.

CXO
Chemia skóry i cztery media

Noting, "I wish we'd launched a year ago, two years would have been even better," IDG Poland Managing Director **Kazimierz Szot** announces the debut of *CXO Poland* in the local market. The bimonthly magazine will have an initial controlled circulation of 12,000 with approximately 1,200 copies available on the newsstand.

10+ years

Ann Clarke, 27 • Nora Hörmann, 27 • Helga Biesel, 23 • Lloyd Cohen, 22 • Maria del Carmen Doehler, 21 • Lucienne Bosser, 20 • Karin Giffhorn, 20 • Ruben Argento, 19 • Nilcimar Oliveira, 19 • Karin Wirth-Wernitz, 18 • Nadine Gogibus, 17 • Madeleine Dionne, 17 • Juan Marquez, 17 • Anton Paunert, 17 • Ingrid Holzbauer, 17 • Carol Spach, 16 • Jeff DeBalko, 15 • Thierry Grelet, 15 • Cheryl Podda, 15 • Pascal Gautier, 14 • Lew McCreary, 14 • Cathy Viox, 14 • Don Kennedy, 13 • Pasquale Bourg-Meyer, 12 • Karen Rokkedahl, 12 • Ginny Pohlman, 12 • Angeles de la Marca, 12 • Martin Wallström, 12 • Christie Coombs, 12 • Javier Rodriguez, 12 • Gisela Nerke, 12 • Marco Tennyson, 12 • Ann Nickinello, 12 • Christoph Witte, 12 • Mario Toffoletti, 12 • Andrew Ware, 11 • Marta Cabanillas, 11 • Don Tennant, 11 • Dan Gentile, 11 • Donna Kent, 11 • Katalin László, 11 • Wilson Wan, 11 • Gloria Cunha, 11 • Gerhard Holzwart, 11 • Hans Hausner, 11 • Jose Palacios, 10 • Ines Mühlbauer, 10 • Stephan Scherzer, 10 • Stefan Ueberhorst, 10 • Britt Kardel Hetting, 10 • Darren Whiteman, 10 • Martin LaMonica, 10 • Jean-Pierre Antonio, 10 • Pascal Boiron, 10 • Doningos Rodrigues, 10 • Stephen Hendrick, 10 • Glenys Mercado, 10 • Steve Pelosi, 10 • Yumiko Ohshima, 10

> *"The most difficult part of this issue is dealing with the perception vs. the reality. Fear is the distortion of perception into reality. But trust balances fear. So companies with trusted brands should be in the mail. Direct mailers should not be cautious because if they stop, the fear wins and overall as a company, they will not survive."*
>
> *— Deb Goldstein, president, IDG List Services*

> *"The other big opportunity [in this economic climate] is accessibility to key customers and prospects who, in better times, might be too busy to take our meetings. Relationships are extremely important in publishing and, ironically, down times give you a terrific opportunity to solidify them."*
>
> *— Jeff Edman, president and CEO, PC World*

IDG Global Solutions Germany wins first IGS President's Award for achieving 165% of it sales plan for FY01, despite the downturn in the economy.

IDC Latin America team volunteers a day with Habitat for Humanity, helping to build both a home for a low-income family and a shared sense of teamwork among the staff.

CIO
Einfluss der Macher
EXTRA

CIO Germany fills market need for a business publication that focuses on IT issues.

IDC joins with ITworld to expand its customer offerings to include Web-based multimedia executive briefs, providing customers with concise, five- to seven-minute top-line summaries of customer-published white papers.

IDG buys back Ziff Davis share of Mac Publishing restoring the 17-year-old Macworld magazine to 100% IDG ownership. Above, members of the Macworld staff.

CIO @ perspectives 25
Different Voices Shared Visions
Getting Alignment Right

CXO Media goes forward with 25th CIO Perspectives conference, albeit with an updated agenda reflecting concerns following the Sept. 11 terrorist attacks against U.S. targets. Company-mandated travel restrictions resulted in a somewhat lower than expected turnout but attendees gave the gathering high marks.

IDG's Finnish licensee produces show daily for country's largest IT show

IDG Japan's LinuxWorld Conference and Demo attracts major vendor support, with one company, Oracle, actually shipping new Linux products to correspond with the show's opening day.

NOVEMBER

IDC's relaunched customer site, IDC.com, offers a host of new tools, resources and functionality all aimed at strengthening the company's relationship with its customers. The new site is designed as a one-stop destination for customers who can do everything from downloading the newest report to registering for a conference to searching for research and subscribing to free newsletters.

IDG Spain organizes eighth Macworld Expo in conjunction with Spain's largest IT show, SIMO. *Macworld Spain* will turn 10 next year.

Three employees from IDG France – **Christian Le Gall** (left), **Thierry Bienfait** and **Pascal Gauthier** — complete the New York City Marathon.

Making news

The long-running antitrust battle between Microsoft Corp. and the U.S. Department of Justice ends in a settlement reached at the 11th hour.

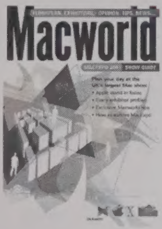
PC WORLD
HIGH-TECH BUYERS GUIDE

PC World remains the best-read technology or business publication in the U.S. according to the Fall 2001 Mediamark Research Inc. Survey of American Consumers. The publication reached a record high of nearly 6.9 million readers, an increase of 192,000 over last year's survey.

*At a gala celebration in honor of Computerworld Italy's 20th anniversary, IDG Italy Managing Director **Mario Toffoletti** (left) and his staff presented IDG Chairman and founder **Pat McGovern** (right) with a collage of all of IDG Italy's logos, with a mock cover depicting the IDG founder as Obi-Wan Kenobi. At center is IDC Europe President **Roberto Masiero**, who was one of the featured speakers at the dinner for more than 200 customers, industry journalists and employees.*

IDC Brazil volunteers lend a hand painting, cleaning and playing with the children at a São Paulo orphanage.

CIO, Computerworld, Darwin, InfoWorld, Macworld and Network World take home 12 awards at the 2001 Celebration of Excellence Awards Gala held during the Folio: Show in New York. Above, CXO's online team.



Macworld U.K. produces official show guide for MacExpo 2001. The show was the only European Mac-related show that featured Apple Computer as an exhibitor.

IDG presents "Perspectives on the Future" industry briefings in New York, San Jose and San Francisco. Top editors from IDG's major U.S. product lines discussed how IT buyers are responding to a slumping economy and the events of Sept. 11. Almost 200 technology marketers and advertisers attended the events.

IDG World Expo introduces an online conference planner for the Macworld, COMNET and LinuxWorld events to help visitors make better use of their time at the expos by personalizing their conference schedules and booking meetings.

IDG Spain Managing Director **Francisco Zabalo** receives an honorary title from a well-known Spanish IT training organization in recognition of the leadership he has provided in 19 years with IDG Spain.

PC World España named one of Spain's top magazines by readers of *Control*, a 40-year-old Spanish publication focused on media, marketing and advertising.

10+ years

Ted Bloom, 34 • Laura Kunzmann, 23 • Sheryl Merchant, 20 • Preben Engell, 19 • Miguel Hermosell, 19 • Pat Murphy, 19 • Jose Villacorta, 17 • Jill Stevens, 17 • Frank Cutitta, 16 • Jeff Edman, 16 • Fernando Rodriguez, 16 • Lene Sekjær, 16 • Isabel Campo, 16 • Jose Diaz, 15 • Frank Genovese, 15 • Zsuzsa Krammer, 14 • Michelle Chase, 14 • Karin Lorenz, 14 • Nikki Manning, 14 • Susana de Gomez, 14 • Harvey Diamond, 13 • Donna Fraser, 13 • Sally Reinfeld, 13 • John Rousseau, 13 • Jayne Enos, 13 • Claudio Ceriani, 13 • Denise Perreault, 13 • Elizabeth Heichler, 12 • Donna Cahill, 12 • Maria Luisa Romiti, 12 • Bruno Agostini, 12 • Ákos Bognar, 12 • Yoshitomo Fukuda, 12 • Annika Svanström, 12 • Jeff Oterson, 12 • Sandy Wong, 12 • Fernando Cabello, 12 • Donald Seay, 11 • Tatiana Hinova, 11 • Paul Smith, 11 • Cornelia Krämer, 11 • Yukiyo Hosoya, 10 • Hugo Shong, 10 • Penny McConnell, 10 • Elizabeth Freedman, 10 • Irene Ford, 10 • Darren Ford, 10 • Nancy Jonathans, 10 • Patrick Gorman, 10 • Karen Weiss, 10

IDG Australia's **Mark Hobson** named Specialist Press Representative of the Year by AdNews, the highest independent honor awarded to media advertising representatives in Australia.

GameStar
Stronghold
World of WarCraft
Gold Games 5
Play the Games
Hotline-Horror

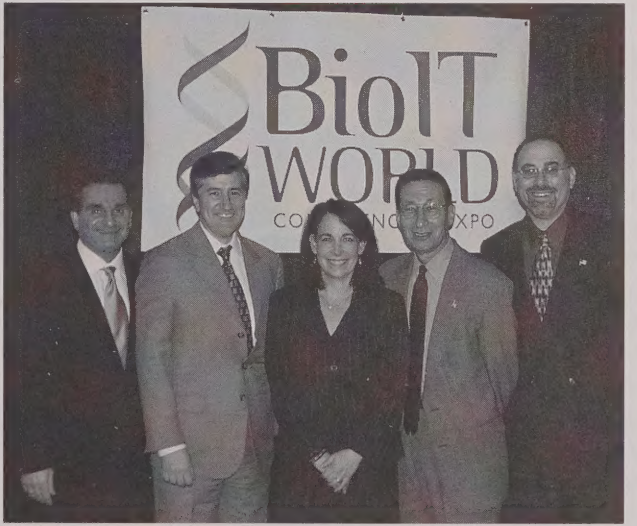
GameStar, Germany's No. 1 gaming magazine, begins offering DVD cover mounts on its newsstand issues. Readers may now choose between issues carrying no cover mount, two CD-ROMs or the DVD.

Second Storage Networking World/Tokyo registers huge gain in attendance. Major exhibitors include IBM, Hitachi, BMC Software, EMC, Sun Microsystems, NEC and Sony.

Nineteen IDC employees were among the hundreds of volunteers who helped serve up a Thanksgiving celebration for some 1,800 Boston area people living with HIV/AIDS.

DECEMBER

CXO President & CEO **Joe Levy** addresses attendees at an American Society of Business Publications Editors dinner in Cambridge, Mass. The "State of the Industry Dinner," featured leading publishing and advertising executives who spoke about the current climate in the industry as well as what's ahead in 2002.



IDG hosts a breakfast briefing for 100 Boston-area representatives of IT and biosciences companies to publicly present its new Bio-IT products. These include IDG World Expo's BioITWorld Conference & Expo slated for March, a new business unit called Bio-IT World that will launch a new publication in March and a Bio-IT Infrastructure Service from IDC. Above, IDG World Expo President & CEO ***Charlie Greco,*** *IDG President & CEO* ***Kelly Conlin,*** *IDC Group VP* ***Debra Goldfarb,*** *Bio-IT World President & CEO* ***Morris Levitt*** *and Bio-IT World VP and Publisher* ***Alan Bergstein.***

> *"We serve a market that is only increasing its influence in the global economy, and the value of IDG's consistent vision, financial strength and global breadth in serving this market are qualities that no other company has the ambition or ability to match."*
>
> *— Kelly Conlin, president and CEO, IDG*

More than 100 of IDC's Framingham employees took advantage of the company's offer to grant them a half-day off to volunteer at their choice of eight local charities in early December. IDC's Charity and Event committee, which meets monthly to plan various events, organized the effort.

PC WORLD

NEW POWER

FOR YOUR PC

Make It

PC World East Africa, produced under license by Nairobi-based Personal Computer World Ltd., wins "Best IT Magazine of the Year" from the Computer Society of Kenya.

> *"This isn't a situation where there's a technology looking for an application. These are applications [bioinformatics, genome sequencing...] that need technology to help them move forward."*
>
> *— Debra Goldfarb, group VP, IDC*

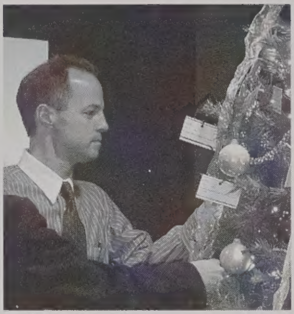
Reflecting the country's increasingly important IT market, IDC opens a new office in Indonesia.

Making news

European ministers agree to ban spam — that is, unsolicited e-mail and wireless text messages — under a new data protection law.

IDG World Expo Asia organizes Comnet 2001 in Hanoi. The two-day event is the country's largest conference on telecommunications and network management and attracted many well-known companies including Cisco Systems, Intel, Acer, Hewlett-Packard Nokia and Ericsson.

The Arabic edition of *InfoWorld*, *Electronica*, debuts in Egypt. The publication is being produced by IDG's Egyptian publishing partner International Business Associates Group.


*CFO **Mark Sullivan** selects a gift tag from the giving tree at IDC headquarters in Framingham. More than 160 donated gifts went to 28 local families in need.*

*Accounting Manager **Kathy Laporte** and Controller **John St. Martin** serve food at Rosie's Place, a Boston women's shelter.*

*Inquiry Analyst **Heather Johnson** and Associate Analyst **Jason Spaulding** play with a new friend at the Massachusetts Society for the Prevention of Cruelty to Animals in Boston.*

*Santa Pat meets Santa Claus (a.k.a. **Rodney Barnes** of PC World's IS department).*

10+ years

Claudiney Santos, 25 • Shirley Horrocks, 24 • Diane Utano, 23 • Charlie Greco, 20 • Mike Masters, 20 • Rick Ciliberto, 19 • Steve Josselyn, 19 • Steven Brown, 19 • Micaela de Almeida, 18 • Birgit Götz, 18 • Klaus Uhe, 17 • Andrea Kühler, 16 • Klavs Andersen, 16 • Mary Gibbons • Hélène Fily, 15 • Marianne Kraus, 15 • Allison Stamm, 14 • Mary Lester, 14 • Lucinda Borovick, 14 • Karen Timons, 14 • Lars Dahmén, 14 • Mary Ann Doolin, 13 • Rob Stave, 13 • Piero Todorovich, 13 • Jay Novak, 13 • Carolyn Marsan, 12 • Sagrario Fernandez, 11 • Richard LePage, 11 • Harriet Karas, 11 • Meryl Salter, 11 • Michaela Maack, 11 • Stefanie Ferstl, 11 • Jorge Garrido, 11 • Lars Jonsson, 11 • Kristen Kim, 10 • Marion Bauer, 10 • Mar Cabanas, 10 • Walter Manninen, 10 • Mauro Calderara, 10 • Eva Villalba, 10 • Cristina de Hoyos, 10 • Catey DeBalko, 10 • Stephen McClure, 10 • Rosemary Trettel, 10

Best wishes for a happy, healthy and prosperous New Year!

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

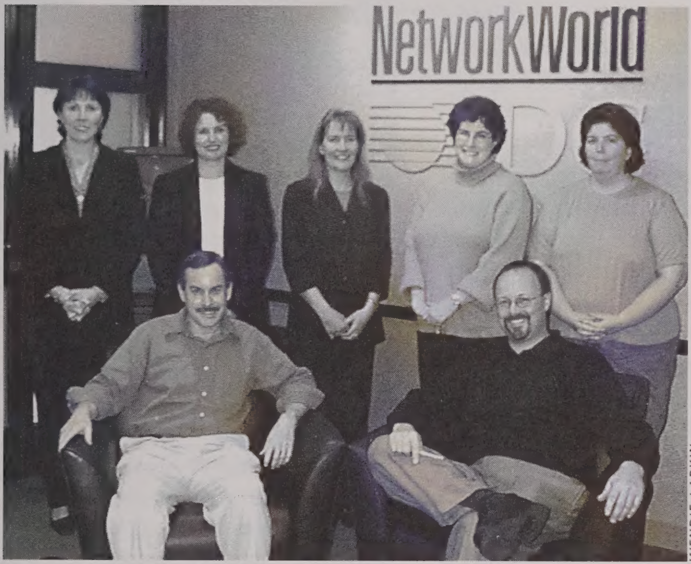
14 JANUARY 2002
VOLUME 32, NUMBER 1

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Network World targets cross-promotion of products

Group explores ways to boost revenue, cut costs, encourage synergy



WENDIE LARKIN

*Synergy Expert Team members include (sitting, l-r): **Neal Weinberg**, features editor, and **John Gallant**, president & editorial director. Standing, l-r: **Darcey Beach**, circulation operations manager; **TerryAnn Croci**, director of marketing; **Hillary Freeley**, director, online audience development; **Sandy Gittlen**, events editor; and **Melissa Shaw**, managing editor, online.*

During a break at a Network World-sponsored conference last spring, Editor-in-Chief **John Dix** looked at the static NWW logo on the screen and realized there was a problem. The company was missing an important opportunity to educate attendees about the range of products and services offered by Network World. Back at the office he brought his concern to the attention of President & Editorial Director **John Gallant**.

What started as a simple plan to insert a few PowerPoint slides in the company's presentations has resulted in a significant ongoing cross-promotional effort among Network World's print, online and events groups that is changing the way staff members think, interact and do business.

Within weeks, Gallant and **TerryAnn Croci**, director of marketing, had put together a seven-person group representing each of the company's major departments: editorial, marketing, audience development, sales and online. Dubbed the Synergy Ex-

continued on page 4

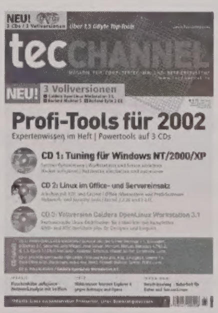
tecChannel site spawns quarterly print publication

tecCHANNEL.DE
eBay

A new logo has been developed to serve both the print magazine and the newly redesigned Web site. The functionality of tecChannel.de has been improved with a new navigation bar and wider columns for text information.

It's official: tecChannel is not just a Web site any more. IDG Interactive GmbH in Munich has positioned the tecChannel name as an "umbrella brand" that now encompasses a quarterly publication as well as a two-year-old Web site (www.tecchannel.de). The most recent special print issue debuted this month.

IDG Interactive first tested a publication last March to further boost site traffic and enhance branding of tecChannel.de, which for more than a year has been the No. 1 special interest site by the renowned Germany media-analyst magazine *w&v*. Reader response was so good the team quickly decided to produce additional special issues. The first magazine sold close to 50,000 copies via the newsstand and tecChannel.de, and traffic to the site increased 30% in the three months following the publication.


NEU!
3 CDs / 3 Vollversionen
tecCHANNEL
NEU!
3 Vollversionen
Profi-Tools für 2002
Expertenwissen im Heft | Powertools auf 3 CDs
CD 1: Tuning für Windows NT/2000/XP
CD 2: Linux im Office- und Servereinsatz
CD 3: Vollversion Caldera OpenLinux Workstation 3.1

The issues provide technical hardware and software information to IT professionals.

"Only about 50% of the magazine readers knew about tecChannel.de before, so we generated a lot of new readers and are now better known in the market," said Chief Editor/Associate Publisher **Frank Klinkenberg**. The second *tecChannel* publication in early October also generated another 30% increase in traffic to the site thanks to the use of a Webcode in the print title. Each article is followed by a Webcode, which readers can type into a special field on the tecChannel.de to find out more information on related topics and access helpful links on the site. The Webcode is similar to *Network World* U.S.'s DocFinder and a Webcode concept used in sister German title *PC Welt*.

continued on page 2

in brief newsworthy

PC World East Africa named IT Magazine of the Year

EAST AFRICA'S PREMIER ICT MAGAZINE
PC WORLD
NEW POWER
FOR YOUR PC
Make It
superfast
better connected
more entertaining
ultra versatile

"PC World has earned a solid reputation as the region's leading IT magazine," says its publisher.

PC World East Africa last month took home the IT Magazine of the Year award from the Computer Society of Kenya. The magazine, which is published by IDG's Kenyan partner, Nairobi-based Personal Computer World Ltd., was honored for its in-depth and concise coverage of the issues facing the East African information, communications and technology sectors.

"This award is extremely rewarding for us," said Publisher **Bobby Gadhia**. "We began publishing *PC World* back in 1999, and since that time we have seen it gain a solid reputation as the region's leading IT magazine. We are very proud."

PC World East Africa has a monthly circulation of 5,000 and is distributed in Kenya, Tanzania and Uganda. Subscriptions account for 55% of its circulation, with newsstand sales and controlled circulation copies accounting for roughly equal shares of the remainder.

For more information, contact Bobby Gadhia at pcworld@nbi.ispkenya.com. WU

Three employees honored with Corporate STAR awards

Three Framingham, Mass., employees recently received Corporate Boviard STAR Awards in honor of their outstanding contributions to the company. **Jane Jordan**, bookkeeper, dealer sales and bank reconciliations, joined IDG in 1998 and was cited for her hard work, creativity and upbeat attitude. **Kerri Grenache**, a trademark paralegal who joined the company in July 2000, was nominated for being "always available, quick and accurate with her answers and tireless in her efforts to help us with our endless trademark questions." **Mike Malone**, senior application technology manager and a three-year veteran, was lauded for his excellent project management skills, his unfailingly helpful attitude toward handling emergencies even after hours or while on vacation and constant attempts to simplify procedures and streamline work flow.

ARDLEY YEE

*Above (l-r): **Ted Bloom**, IDG VP, treasurer and corporate controller; STAR award winners **Jane Jordan, Kerri Grenache** and **Mike Malone**; VP/Corporate Taxes **Jayne Enos** and **Julie Lynch,** director, Human Resources Services Division.*

The Corporate Boviard STAR Awards are presented twice a year to employees from IDG's corporate groups as well as IDG List Services, Research Services, International Publishing Services and IDG Global Solutions in recognition of exemplary Service, Teamwork and Results. Nomination forms appear in *IDG World Update* in July and November. For more details contact **Jennifer Carty** in IDG Human Resources at jennifer_carty@idg.com. WU

tecChannel

continued from page 1

Four special issues are planned for 2002. The 60-page January issue is devoted to system tools that includes three CD-ROMs packed with system tools and software. The print run is 100,000. Like its predecessors, most copies will be sold on the newsstand or online, although there will be subscriptions available for a discount off the cover price.

Targeted to technical IT professionals, early adopters and opinion leaders, the German-language site offers daily market news, developments and trends in both hardware and software, the Internet and operating systems, as well as technical background information and product test results compiled from the tecChannel test lab.

In addition to more than 800 articles and 6,000 news reports, the site features a non-proprietary database with 80,000 entries detailing the complete technical specifications and prices for virtually all computer products available in Germany. Visitors to the product database can link to dealers to buy the products; there are also links to manufacturers.

Interest in tecChannel.de has climbed steadily since its launch, with 6.3 million page impressions and 1.8 million visits in October, almost triple the traffic over the previous year.

Klinkenberg

"With the Web site our audience gets the most timely data, and the magazine enables them to access important information regularly in a reader-friendly format," Klinkenberg said. "Now that we can offer online, print and CDs, the sales team can also present cross-media opportunities to customers."

For more details contact Frank Klinkenberg at fklinkenberg-haass@tecchannel.de. WU

executive Q and A

Pat McGovern
The chairman of IDG is this week's columnist.
He may be reached at patmcgovern@idg.com.

> *"By 2020, when I believe IDG will be able to reach a $40 billion-a-year revenue level, IDG will be one of the largest and most successful information services companies in the world."*

Q **The IT market experienced rapid growth during the Internet boom. But with the end of the boom in 2000, the IT market growth has slowed greatly. Has IDG been through cycles of this type before, and if so, what is the outlook for 2002 and beyond?**

A Since IDG was founded in 1964, we have experienced three IT market boom and contraction cycles. The first one was driven by the expectation that computer terminals would revolutionize the way that computers were used. It occurred between 1968 and 1970. The second cycle was created by the euphoria about the potential of the PC. It occurred between 1982 and 1984. The Internet boom cycle, driven by the belief that "the Internet changes everything," occurred between 1998 and 2000.

In each case, the causes and results were similar. A promising new technology appeared that was expected to create a huge new market. Technology investors and venture capitalists, excited by the profit potential of this new market, invested billions of dollars to create hundreds of new companies to participate in this new market. These new companies used the money they raised to pay for aggressive advertising and marketing communications programs to fight for visibility in the new market.

The potential buyers of this new technology for the enterprise became confused and anxious about the proliferation of new companies and the many product choices that these companies offered. Since most enterprise buyers want to avoid making a mistake, they deferred their decision as to what to buy and from whom to buy it until "the dust settled," and it became more clear which companies would be the survivors in the marketplace.

The resulting slow sales caused investors to realize that the market was overpopulated with competitors and that many would fail. So they stopped investing in this sector, resulting in the collapse of the enterprise value of these companies.

Paradoxically, just when the newspapers were full of stories about these new technology companies laying off employees, closing operations, filing for bankruptcy, etc., implying that the new technology had no underlying market, the buyers saw fewer but better choices and began buying the new technology in volume.

I remember well the PC boom when hundreds of new PC hardware and software companies were started, and you could take orders for over 100 pages of advertising in the next issue of a computer publication just by answering the telephone. But, major spending by enterprise buyers for PCs did not begin to occur until the mid-1980s after most of the new PC hardware and software companies had merged into other firms or gone out of business. After the dust settled, over $1 trillion worth of PCs were sold between 1985 and 2000.

I believe we will begin to experience the same phenomenon with the Internet. Enterprise buyers are now getting a clear view of which companies will be survivors in the market for Internet-based solutions. And orders for e-business applications, particularly involving information coordination between a company with its customers, and a company with its suppliers and partners, will begin to accelerate in 2002.

An important aspect of the recovery cycle that we need to keep in mind is that investments in broad-based advertising and marketing communications tend to lag the growth in the IT market during this recovery phase. This is because during the boom phase a great deal of money was spent by the new technology companies advertising their claim that they were better than their competitors. The subsequent industry consolidation eliminated many of these companies from the market, leaving IT industry executives skeptical about the return on investment in advertising.

Therefore, I expect that advertising for technology products will grow slowly in the first half of 2002, pick up a bit in the second half, and then begin to grow at a rate of 8% to 10% in 2003.

Q **How should IDG business units adjust to the current slowdown in the IT market?**

A IDG business units should adjust to the slowdown in the IT market by concentrating on boosting revenue while increasing productivity.

This is a particularly important time to practice IDG's corporate value of keeping close to customers and prospects. Our industry customers are looking for solid evidence of the return on investment for their spending on advertising and marketing communications programs. Ideally, the proposals we make to these clients should create identifiable sales leads that can be tracked through follow-up studies to determine the sales that have resulted, the profits from those sales, and the return on investment.

On the expense side, a slow economy is an excellent time to renegotiate costs with vendors who need your business more than ever. Also, you take steps

continued on page 4

SET inspires concrete results

Changes that have been implemented to date include the following:

- **Online resource guide.** Network World seminar and event attendees receive notebooks containing copies of presentations, information about the speakers, etc. In addition, these notebooks now contain a guide to all related online resources available to attendees on Network World Fusion.
- **Consistent, cross-promotional welcome message**. In the past, when readers applied for subscriptions to *Network World* or registered for a conference, they would receive a letter thanking them for subscribing to the publication or attending the event. Now anyone who signs up for any Network World product receives a thank-you letter that also directs them to the full range of other resources offered by NWW.
- **Remote journalists at events.** *Network World* has a number of journalists working remotely across the U.S. The journalists were often not aware of, let alone invited to attend any of the company's many traveling seminars and events that might be held close by. Now the editorial department is always made aware of what events are happening where and journalists located nearby receive invitations.
- **Cross-departmental information sharing.** SET has both highlighted the need and provided a forum for the various departments at Network World to share information. In a recent example, the marketing department shared with the editorial department the results of a post-Sept. 11 survey it conducted. The information provided the catalyst for two articles that ran in *Network World.*
- **Cross-marketing telesales**. Telesales staff who previously contacted *Network World* subscribers regarding renewals now also alert subscribers to the existence of NWW's 46 online newsletters.

Network World

continued from page 1

perts Team (SET), the group is focused on looking at ways to increase revenue streams, cut costs, minimize duplication of effort and get more for less. The key to attaining these goals, said Croci, is educating both readers and advertisers about the full range of print, online and event offerings that are available from Network World. "As we discuss these issues, we continue to uncover ways to encourage our audience to take advantage of our full range of products and show clients the value of an integrated marketing program."

> *"The work of our SET group would be commendable at any time, but it is particularly crucial during the current economic downturn."*
>
> *— TerryAnn Croci*

"Many organizations talk about synergy between different departments, but we wanted to ensure it," Gallant said. To that end, the group meets monthly for one hour. SET members present mini-tutorials on their departmental operations with a particular focus on all products and messages that reach readers and advertisers. The second half of the meeting is given over to exploring ways to cross-promote, cut costs, increase visibility and encourage more participation by readers and advertisers.

"This effort has been an outstanding success to date," Croci said. "The SET team has identified a number of ways to make concrete improvements in the way we do our jobs and interact with our readers and customers. SET members also have the opportunity to learn about parts of the company they may not have been familiar with and are developing their strategic thinking skills. They are taking this way of thinking back to their own departments where it has spawned action outside the parameters of the meeting," she said.

"The work of our SET group would be commendable at any time, but it is particularly crucial during the current economic downturn," Croci said. "And the improvements we are making in how we work together will position us even better for future growth when the economy bounces back."

And, oh yes, attendees at Network World's conferences now watch a series of rotating slides describing the full range of products and services offered by the company while they sip their coffee between sessions.

For more information, contact TerryAnn Croci at tcroci@nww.com.

Executive Q&A

continued from page 3

to reduce fixed costs by outsourcing non-core activities. All parts of the company operations should be examined to find ways to increase productivity.

Q **What is the long-term outlook for the IT market? And for IDG?**

A I believe that from 2003 through 2015 the IT market will grow at 10-plus% per year. Several hundred million people will become new users of IT each year. This growth will provide an opportunity to expand the number of users of IDG's services, increase the value and price for these services and allow us to achieve our 20% per year revenue growth goal.

By 2020, when I believe IDG will be able to reach a $40 billion-a-year revenue level, IDG will be one of the largest and most successful information services companies in the world.

Q **What are the lessons that you have learned from IDG's experience with IDG Books and with *The Industry Standard*?**

A IDG's strategy is to succeed by helping our customers be successful and sharing with them the benefits of that success over the longer term. We want to be able to invest when the market opportunity occurs, rather than holding back in order to boost short-term profits. So the core lesson that we have learned is that if one sells a part of an IDG company to financial investors who are primarily interested in short-term gains, a conflict is likely to develop.

We found that, in the two companies mentioned, when outside financial investors became involved and IDG's role in corporate governance was reduced to a minority position on the board of directors, the corporate decision-making turned from a focus on serving customers in the marketplace to a focus on making profits for investors. The subsequent business problems experienced at both of these companies dramatized the advantages that IDG gains from being able to focus our energies on serving our customers, rather than being diverted to activities designed to meet the short-term profit goals of outside investors.

Questions for IDG Chairman ***Pat McGovern*** *and IDG President & CEO* ***Kelly Conlin*** *may be sent to world_update@idg.com.*

Week of January 14, 2002

Sales Associate (BIOIT)

Bio-ITWorld is looking for an energetic Sales Associate to join the Framingham, MA office. The Sales Associate will work closely the Publisher and Vice Presidents of Sales aiding them with all facets of sales support. Primary responsibilities include: coordinating sales meetings and events, arranging travel itineraries, preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. This position also requires frequent interaction with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (MS Word, Excel, PowerPoint, ACT and Lotus Notes) along with a strong customer service orientation required. Prior sales support experience within the publishing or media industry required. ***Location: Framingham MA***
Contact: Email: jennifer_snow@idg.com, Fax: 508-935-4600

Intern, Services Research Group (IDC)

Part-time (20-22 hrs per week)
Group Overview: The Services Group is searching for an Intern who will be responsible for supporting eProducts initiatives with data gathering and data entry into an online database. The position's mission will be to provide clients access to information via an online tool. **Responsibilities and Clients:** The main responsibilities of the position will be: Web-based searches, outbound e-mail communications, communicating with IDC Analyst, data input and document writing. 60% of the work will be individual and 40% collaborative. The Intern will be working with both IDC Analyst and outside vendors. **Skills and Experience:** The ideal candidate should be able to formulate and ask questions verbally. Solid Microsoft Word and Excel skills are preferred. Experience with IT outsourcing is helpful. The candidate should be entrepreneurial, collaborative, decisive and organized. Additional information can be found at http://www.idc.com.IDC is a division of IDG, the world's leading IT media, research and exposition company. ***Location: Framingham – MA***
Contact: Email: Fax: 508-935-4432, Email: idc_jobs@idc.com

Washington Correspondent (IPS)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the technology policy, legal and regulatory issues from our Washington, D.C., news bureau. Wide-ranging responsibilities include covering congressional hearings, government agency news, court proceedings, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Washington - DC***
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

(CONT.)

Sales Manager (WEC)

IDG World Expo is seeking a Sales Manager to join their Sales team. Responsibilities include domestic and international booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets. Candidates must be innovative salespeople who think beyond 10x10's and 20x20's and are able to sell prospective exhibitors complete, integrated marketing programs. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospect's tradeshow needs. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham - MA***
Contact: ccjobs@idg.com, Email: ccjobs@idg.com

Client Services Coordinator (LST)

IDG List Services has an opening in their Brokerage Division for a Client Services Coordinator. This position primarily involves accounting administration and sales support for this fast growing division of IDG List Services. Responsibilities include: all facets of client invoicing and billing, acting as a liaison with IDG Corporate Accounting, generating revenue and client reports, sales support, order processing back-up and follow-up with vendors and clients. Requires excellent phone skills, strong customer service, attention to detail, excellent organizational skills, the ability to multi-task and PC experience. Direct marketing and accounting experience a plus. ***Location: Framingham - MA***
Contact: Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Personal touch yields big returns for *Computerworld* sales reps

Armed with baskets of homemade bread, miniature poinsettias, copies of *Computerworld* and lots of holiday cheer, two sales reps did an end run around the tough economy last month and scored big points with more than two dozen customers and prospects.

Above: Ben Levitan, CEO of EnvoyWorldwide Inc. (second from left), gathered his whole team for the photo with Computerworld's ***Laurie Marinone*** *(holding poinsettia). At left, Marinone with Drexel Ace, marketing manager at Integrated Development Enterprise.*

Early in December, *Computerworld* Account Director **Laurie Marinone** started to think about holiday gifts for her clients. With expense budgets trimmed to the bone, there would be no mail-order fruit baskets, expensive bottles of wine or Godiva chocolates this year. Instead Marinone decided to assemble gift baskets of fancy tea and homemade sweet breads that she would deliver in person.

At about the same time, *Computerworld* published its annual "100 Emerging Companies to Watch" issue. When Marinone's sales partner, Field Marketing Associate **Deborah Crimmings**, noticed that nearly a dozen of these up-and-coming companies were in their New England/Eastern Canada territory, she suggested an impromptu road trip to visit each of them, offer personal congratulations and deliver some extra copies of the issue.

And so, with a list of 20-some clients and prospects, a trunk-full of gift baskets, a stack of *Computerworlds*, poinsettias and holiday cards, the two women — dressed all in red — set off from Framingham, Mass., on a three-day, 300-mile road trip to spread some holiday cheer.

"All in all, we had a great time," said Marinone. "Clients loved the personal gesture, and I even got to meet a few elusive senior executives that I had never met before." And staff at the companies featured in the "Emerging Companies" issue were equally receptive to their visit. "Typically receptionists are very wary of sales people who arrive without appointments," Marinone said. "But as soon as we held up the issue they'd get excited and say, 'Oh that's the magazine that we were in!" And Marinone and Crimmings would get to see the marketing executive they'd asked for.

At each stop, they asked to take a picture and promised to send a copy back to the company. One CEO even gathered his entire staff for the photo, which always included Marinone, a plainly visible copy of *Computerworld* and the poinsettia. In addition, Marinone and Crimmings hand-delivered a holiday card that included their business cards and a short note stating that they were eager to explore ways to assist the fledgling businesses with their marketing and advertising efforts and promising to be back in touch in early January. "Using this issue as a way to get a face-to-face visit was a great way to break the ice and put a face to a name, which makes it much more likely that people will return our calls in the future," Marinone said.

And their effort is bearing fruit, said Marinone who noted that she's already scheduled meetings with two of the companies featured in the "Emerging Companies" issue.

Special issues open doors

While *Computerworld* has been producing the "Emerging Companies" feature for three years, Account Director **Laurie Marinone** said this was the first time she had used the issue to drop in unexpectedly on prospective clients.

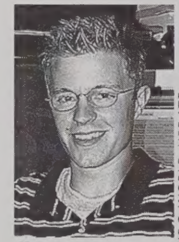
"Every year our marketing department has plaques made up for the companies featured in the article and the sales force is encouraged to hand-deliver the plaques. But they take several months to arrive, so **Deborah [Crimmings]** came up with an immediate way to visit these folks and capitalize on their excitement while the news was still hot!"

Marinone said that she will most likely look for similar ways to use other special issues (Premier 100, Best Places to Work) and appropriate seasonal gifts as a way to build relationships with customers and prospects. "There's not much we won't do in 2002!" she said.

noteworthy people

Davies

IDG WORLD UPDATE
Peterson


IDG WORLD UPDATE
Horgan

IDG WORLD UPDATE
Steele

New employees

Bio-IT World, Inc., has hired **Kevin Davies**, Ph.D., as editor-in-chief of *Bio-IT World*, which will debut in March as the first publication to focus on the convergence of information technology and the life sciences, including the biotechnology, pharmaceutical, biochemical, healthcare and agricultural industries. Davies is the founding editor of *Nature Genetics* and author of the widely acclaimed book, *Cracking the Genome: Inside the Race to Unlock Human DNA*, a comprehensive account of the human genome project. Following research positions at MIT's Whitehead Institute and Harvard Medical School, Davies began his distinguished career in scientific publishing in 1990. Most recently, he served as editor in chief at Cell Press, where he directed the launch of three new journals, including *Cancer Cell*. Davies earned a B.A. in biochemistry from Oxford University and a Ph.D. in genetics from the University of London. He lists his hobby as "living vicariously through his children."

After working as a *Macworld* contributing editor, **Nancy Peterson** joins the staff full-time as an associate editor. She graduated from the University of Utah in Salt Lake City with a B.A. in Spanish and enjoys biking, hiking and telling stories to her three-year-old son. A collection of her short stories will be published by Broken Shadow Press this year.

Macworld U.K. has hired **Neeley Casserly** as a display sales executive. She was previously marketing manager with Cancom-MacLine, a mail-order Macintosh reseller, "quite different to publishing," she said. She studied at Hitchin College in Hertfordshire, earning a Chartered Institute of Marketing Advanced Certificate. Outside the office she enjoys reading, Formula 1 racing and musicals.

Jill O'Toole joins ITworld.com as senior systems administrator. She held a similar title at Teleknowledge, Inc., a billing systems software firm. She holds an MCP certificate from Microsoft and enjoys boating in her free time.

Previously a Fluegelman Intern with CXO Media, **Daniel Horgan** has been hired full-time as an editorial assistant. He holds a B.A. in humanities/business from Providence College in Providence, R.I., and enjoys creative fiction writing, traveling, basketball and golf.

Returning employees

Previously a designer with *Publish*, **Jennifer Steele** left to run her own freelance design business, Steele Design. She now returns to the IDG fold as a senior designer with *Macworld*. She earned a B.F.A. from Maine College of Art and enjoys photography, bicycling and bikram yoga.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23
Josef Lohner *IDG Germany*

21
Christiane Alamarguy *IDG France*

20
Bernard Weeser-Krell *IDG Germany*

18
Lee Doyle *IDC*
Barbara Sands *Computerworld*

17
John Gantz *IDC*
Rebecca Segal *IDC*
Michael McShane *InfoWorld*

16
Brad Thorpe *IDC*
Lorraine Witzell *Computerworld*

15
Véronique Arene *IDG France*
Jean Bozman *IDC*
Vera Chan *IDG Hong Kong*

14
Mary Wardley *IDC*
Erika Schönberger *IDG Germany*
Ulrike Pape *IDG Germany*
Ursula Nadador *IDG Spain*

13
David Emberley *IDC*
Carol Hildebrand *CXO Media*
Yoko Nishii *IDG Japan*
Gina Steinmann *IDG Switzerland*
Birte Matsen *IDG Denmark*

12
Sylvie Merkling *IDC France*
Tracey Capen *PC World*
Diana Garza *IDG Global Communications*
Lisbeth Egeskov *IDG Denmark*

11
Marc Calvanico *InfoWorld*
Kelli Flanagan *IDG Recruitment Solutions*
Holger Heppner *IDG Germany*
Ralph Peter Rauchfuss *IDG Germany*
Jennifer Schlee *IDG Germany*
Martha von der Soeren *IDG Germany*
Claudia Völk *IDG Germany*
Eos de Feminis *Mac Publishing*

10
Ute Zirus *IDG Germany*
Ludger Schmitz *IDG Germany*
Mihály Sipos *IDG Hungary*
Barbara Kitzis *IDC*
Felix Gonsalves *IDC*
Eric Prothero *IDC*
Amy Bartulis *InfoWorld*
Deborah Temple *IDG*
Ursula Grimm *IDG Germany*
John Brillon *Computerworld*

9
Susanne Winding *IDG Denmark*
Jose Gonzalez *IDG Spain*
John Mulcahy *IDC U.K.*

8
Sophie Inserguex *IDG France*
Les Champkin *IDC Australia*
Andrea Kirchmeier *IDG Germany*
Jason Snell *Mac Publishing*
Joe Mola *Computerworld*
Vibeke Kloth *IDG Denmark*
Janni Øgaard *IDG Denmark*
Peter Wiwe *IDG Denmark*

7
Junaidi Aris Lee *IDC Indonesia*
Dennis Philbin *IDC*
Mustafa Mustafa *Macworld U.K.*
Stan Erhart *PC World*
Diane Ryczek Rae *PC World*
Patricia Reilly *CXO Media*
Andreas Helmiß *IDG Germany*
Monika Tenbieg *IDG Germany*
David Waugh *Computerworld*
Stratos Prodromakis *IDG Switzerland*
Jeannie Button *IT World Canada*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Terezinha Omura *IDG Brazil*

6

Johann Armand *IDG France*
Carmen Matheson *IDC*
Sara Lake *IDC*
Mary Steeves *IDC*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Völk *IDG Germany*
Claudia Pielen *IDG Germany*
Sonja Wunsch *IDG Switzerland*
Cheryl Roy *IT World Canada*
Martin Appel *IDG Denmark*
Charlotte Bedstrup *IDG Denmark*
Jun-ichi Saeki *IDC Japan*
Kiyoshi Suzuki *IDC Japan*
Emanuela Cella *IDG Italy*
Massimo Cesati *IDG Italy*

5

Brian Pearce *IDC France*
Heather Beauton *CXO Media*
Sara Evangelous *IDG Executive Forums*
Andreas Frenzel *IDG Germany*
Anja Kellner *IDG Germany*
Sharon Gartenberg *Computerworld*
Rick Broughton *Computerworld*
Stephen Kranabetter *IT World Canada*
Elizabeth Persson *IDG Denmark*
Mathew Heath *IDC U.K.*

4

Mike Barbato *CXO Media*
Linda Young *IDC*
Deanne Hart *IDC*
Stephen Minton *IDC*
Christopher Murphy *IDC*
Sean Ashcroft *Macworld*
Stephen Pearson *InfoWorld*
Tetsuya Hoshina *IDG Japan*
Klaus Plessner *IDG Germany*
Markus Schelhorn *IDG Germany*
Karen Beasley *IDG Communications*
Matt Duffy *Computerworld*
Lotte Bernth *IDG Denmark*
Paula Breedveld *IDC Benelux*
Ruth Guttmann *IDG Austria*
Andrew Brown *IDC U.K.*

3

Marie-Line Anno *IDG France*
Michel Crestin *IDG France*
Chris Fell *IDC Australia*
Steven Harris *IDC*
William Kelly *IDC*
Bruce Hollocher *IDC*
Radha Vichare *IDC*
Judith Young *IDC*
David Hauser *IDC*
Lillian Domina *IDC*
Jason Gould *IDC*
Lucinda Derby *IDC*
Melita Marks *IDC*
Julie Ramirez *IDG Games Media Group*
August Schrichte *InfoWorld*
Gerhard Meier *IDG Germany*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Petra Mühleck *IDG Germany*
Jette Nielsen *IDG Denmark*
Charlotte Krogh Jørgensen *IDG Denmark*
Joaquin Hevia *IDG Spain*
Renske Ellens *IDC Benelux*
Thomas Meyer *IDC U.K.*
Karine Paoli *IDC U.K.*
Peter Pay *IDC U.K.*
Andrew Walton *IDC U.K.*
Matthew Yorke *IDG Global Solutions U.K.*
Maurilio Vitali *IDG Italy*
Maria Ribeiro *IDG Brazil*
Alberto Kaduoka *IDG Brazil*

2

Yvonne Yong *IDC Malaysia*
Wilvin Chee *IDC Hong Kong*
Laura Milewski *IDC*
Kathy Nagamine *IDC*
Dan Vesset *IDC*
Spencer Dalziel *PC Advisor*
Andrea Healy *CXO Media*
Susan Gilday *CXO Media*
Tim Koerner *PC World*
Vanessa Grenfell *PC World*
Carlton Vogt *InfoWorld*
Brent Boswell *InfoWorld*
P.J. Connolly *InfoWorld*
Yuji Nishigori *IDG Japan*
Anna Aquinno *IDG Executive Forums*
Steven McCall *IDG Executive Forums*
Jamie Swartz *IDG Recruitment Solutions*
Hannah Hu *IDG Global Solutions*
Barbara Simkin *InfoWorld*
Matthias Teichmann *IDG Germany*
Wolfgang Miedl *IDG Germany*
Andrea Talke *IDG Germany*
Marcus Freisem *IDG Germany*
Thomas Laux *IDG Germany*
Lars Felber *IDG Germany*
Anja Smeilus *IDG Germany*
Lisa Schmeiser *Mac Publishing*
Dennis Sellers *Mac Publishing*
Claudio Roberto de Almeida *IDC Brazil*
João Bustamante Junior *IDC Brazil*
Michael Meleedy *Computerworld*
Michael Curt *IDG Switzerland*
Judith Ender *IDG Switzerland*
Daniel Meierhans *IDG Switzerland*
Karin Tannò *IDG Switzerland*
Donna Butts *IT World Canada*
Janice Levelton *IT World Canada*
Michael Jessen *IDG Denmark*
Lis Steffensen *IDG Denmark*
Robert Hastings Smythe *IDG Denmark*
Bettina Thyge *IDG Denmark*
Wasim Saddique *IDC U.K.*
Rosie Secchi *IDC U.K.*
Helen Lawson *IDG Global Solutions U.K.*
Mike Blais *ITworld.com*
Paolo Galvani *IDG Italy*
Ricardo Untem *IDG Brazil*
Karina Garcia *IDG Brazil*
Ednalva Matias *IDG Brazil*
José Nunes *IDG Brazil*

1

Didier Gloaguen *IDG France*
Isabelle Heberle *IDG France*
Christophe Barbosa *IDC France*
Fred Wong *IDC China*
Renee Gamble *IDC China*
Jane Wang *IDC China*
Jessie Lee *IDC China*
Grace Lai *IDC Australia*
Rita Lee *IDC Hong Kong*
Thomas Vavra *IDC*
Anne Carver *IDC*
Miryam Hernandez *IDC*
Michael Swenson *IDC*
Reagen Brown *IDC*
Scott Springer *IDC*
Bradley Nisbet *IDC*
Susan Rae *IDC*
Matthew King *IDC*
Michele Rosen *IDC*
Maximilian Flisi *IDC*
Shiv Bakhshi *IDC*
John Paul Rincon *PC Advisor*
Ai Collins *CXO Media*
Kelly Gabe *CXO Media*
Tara Gillet-Liloia *CXO Media*
Penny Sloane *CXO Media*
Scott Berinato *CXO Media*
Isaac Ugay *CXO Media*
Cheri McKeithan *CXO Media*
Simone Kaplan *CXO Media*
Simon Thaler *PC World*
Frank Parisi *IDG Games Media*
Deborah Courtney *InfoWorld*
Joseph Crocenzi *InfoWorld*
Derek Kudzia *InfoWorld*
Suzanna Nam *IDG*
Anette Auer *IDG Germany*
Eric Bonner *IDG Germany*
Sabine Schwehr *IDG Germany*
Joachim Wendler *IDG Germany*
Katja Müller *IDG Germany*
Daniel Mohn *IDG Germany*
Johannes Wiele *IDG Germany*
Claudia Sturm *IDG Germany*
Ingrid Weidner *IDG Germany*
Stephanie Schütte *IDG Germany*
Peter Fischer *IDG Germany*
Beate Rodler *IDG Germany*
Thomas Hafen *IDG Germany*
Barbara Kurtz *IDG Germany*
Stephan Wiesend *IDG Germany*
Monika de Letter *IDG Germany*
Katrin Möhlmann *IDG Germany*
Christoph Lange *IDG Germany*
Verena Crémades *IDG Germany*
Christian Hofmann *IDG Germany*
Marta Pely *IDG Germany*
John Henion *IDG Communications*
Karen Lucero *IDG Communications*
Eleine Souza Pinto Bélaváry *IDC Brazil*
José Rubens Camargo da Motta *IDC Brazil*
Mauro Faria Peres *IDC Brazil*
Pamela Malingowski *Computerworld*
Shane Belknap *IT World Canada*
Nicole Filiatrault *IT World Canada*
Dan Jensen *IDG Denmark*
Shuichi Iobe *IDC Japan*
Yuka Shiseki *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *World Update* at world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Brad Nisbet** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG dashboard "cell mates."

Honorable mentions

"Better call the coroner…This guy's loaded his last killer app."
Ian Lamont *Network World*

"I wish they would stop checking their 401ks."
Robert Reagan *CXO Media*

"Let's keep this quiet, boys. Until we know whether it was a virus or the worm from this shot of tequila, we don't say anything!"
William Ganci *IDC*

"Looks like another click and run!"
Todd Genovese *IDG Corporate Support Group*

"Hmmph!…this new Windows XP blue screen of death is something else…"
Kevin Cronin *ITworld.com*

"Must have committed a fatal error."
Steve Harris *IDC*

"Looks like we got a killer app on our hands…"
Tom Fitzpatrick *IDC*

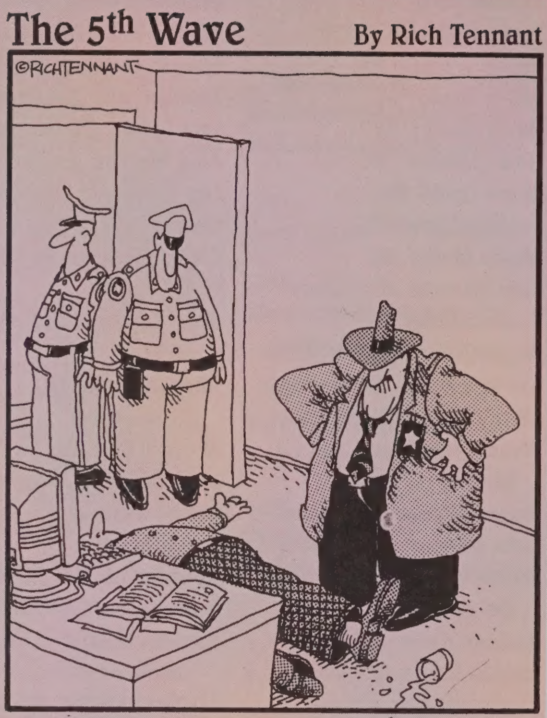
"OK, I can safely say that the virus he downloaded was a very serious strain."
Terry Cummings *IDC U.K.*

"It appears he was trying to troubleshoot a system problem himself…He should have left it to the professionals."
Jessica Peterson *IDG Global Solutions*

"Looks like Microsoft still has that 'fatal exception error' bug in their new Windows XP release."
Robert Ricchi *IDG World Expo*

"Oh no! We wanted the text bulleted — not the operator!"
Jane Jordan *IDG Corporate Support Group*

"He left his laptop at the airport…"
Pat Josefek *Network World*



"You'd better get the McAfee folks on the horn, McDoogle — this is one hell of a virus!"
Brad Nisbet *IDC*

"That's the third Java applet overdose this month!"
Ellen Julian *IDC*

"Dozens of empty pizza boxes, gallons of coffee, a 110-hour work week…I don't know boys, I just can't figure out the cause of death."
Malcolm Maclachlan *IDC*

"Who knew? There *is* a killer app."
Jennifer DiSabatino *Computerworld*

"No need to call the coroner. It's a clear case of death by PowerPoint."
Jose Rodriguez *IDC*

Rich Tennant's original

"Evidently he died of natural causes following a marathon session animating everything on his personal Web site. And no, Morganstern, the irony isn't lost on me."

and finally.

Coming up

IDC Asia/Pacific IT Forum
Jan. 21-22
Singapore
www.idc.com.sg/Apit2002/default.htm

Enterprise Value Retreat and Awards Ceremony
Jan. 27-30
Tucson, Ariz.
www.cio.com/conferences

COMNET Conference & Expo
Jan. 28-31
Washington, D.C.
www.comnetexpo.com
www.espworldexpo.com
www.easummit.com

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

28 JANUARY 2002
VOLUME 32, NUMBER 2

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Macworld Conference & Expo a flat-out success

Crowd of nearly 90,000 flocks to San Francisco for city's largest IT show

The IT industry may currently be as flat as the display on Apple Computer, Inc.'s redesigned iMac, but you couldn't tell that from this month's Macworld Conference & Expo at San Francisco's Moscone Center.

> *"The trade show industry at large was watching Macworld in San Francisco closely for indicators of the business coming back. By all accounts, Macworld San Francisco was a home run this year."*
> — Charlie Greco

Making it the city's largest technology trade show, nearly 90,000 Mac loyalists from almost 100 countries flocked to California to get a look at the wares of close to 350 exhibitors. The show's strong attendance is in sharp contrast to other recent IT trade shows, which have reported significant declines in attendance.

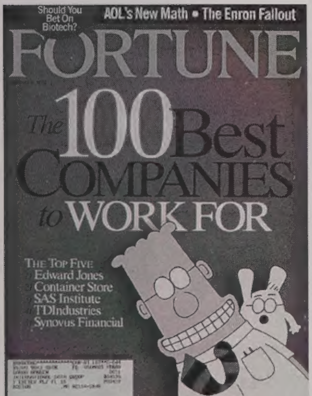
Macworld
Show Management

Macworld attendees rubbed elbows with a number of celebrities who were seen strolling the show floor. Above, Aerosmith's Steven Tyler poses with IDG World Expo's ***Charlie Greco****.*

"The trade show industry at large was watching Macworld in San Francisco closely for indicators of the business coming back," said **Charlie Greco**, president & CEO of IDG World Expo. "By all accounts, Macworld San Francisco was a home run this year. It's a good sign to see so many exhibitors doing business and a show floor packed with so many eager buyers."

continued on page 2

IDG makes *Fortune*'s 100 Best Companies list for second year


Should You Bet On Biotech?
AOL's New Math • The Enron Fallout
FORTUNE
The 100 Best Companies to Work For
The Top Five
Edward Jones
Container Store
SAS Institute
TDIndustries
Synovus Financial

Like last year, plaques citing IDG's inclusion on Fortune's Best Companies To Work For 2002 list will be available from IDG Corporate Communications.

For the second consecutive year IDG has sparked the interest of *Fortune* magazine, which again named the company to its annual list of the "100 Best Companies to Work For."

Moving up four spots this year to No. 21, IDG is the only publishing or IT market research company on the list and is the highest-ranking Massachusetts-based firm.

"It's great to be recognized by *Fortune*, particularly given the tough market cycle we are in," said IDG President & CEO **Kelly Conlin**. "And it reminds us that 'culture matters' in building a sustainable company that can be resilient through whatever challenges the market brings our way."

An increasing number of companies vie to be included in the prestigious list. This year 279 compa-

continued on page 5

Digit sales team defies economy to log record December sales

The economy may be sputtering, but someone forgot to tell the sales team at U.K.-based *Digit* magazine, where a focus on quality and a refusal to give in to rate cutting resulted in record ad sales for the December issue. For the first time in the three-year-old publication's history, ad revenue surpassed £50,000 ($71,100).

Much of the credit for this success. according to Macworld U.K. and *Digit* Publisher **Guy Eaton**, goes to *Digit* Advertisement Manager **Simon Higginbottom**, who, since joining the company in June, has been diligently working with his team to build a coordinated and determined sales effort.

"Even though this period is traditionally one of the strongest in the U.K., the general market and economic trends suggested we brace ourselves for a disappointing month compared to previous years,"

continued on page 4

Macworld

continued from page 1

> *"The Mac community is passionate, dedicated and will always find a way to come to Macworld."*
>
> *— Brooke Selby*

With Apple garnering less than 5% of the personal computer market, the relative proportion of the Macintosh-user population that made it to the show was significant.

"Despite being seen as a niche show, the Mac community is passionate, dedicated and will always find a way to come to Macworld," said **Brooke Selby**, IDG World Expo's director of public relations. "We had a great turnout from Silicon Valley as well as massive international turnout, which we believe was bolstered by the cancellation of Apple Expo in Paris. Needless to say, the gorgeous new Apple products provided significant momentum for the show."

As did the media buzz. The week kicked off Monday morning with the much-anticipated keynote presentation by Apple CEO Steve Jobs introducing the radically redesigned iMac the day before the exposition opened. Selby said Apple had struck a deal with *Time* magazine to give the newsweekly an exclusive on the iMac. The issue with the iMac on the cover was to hit the newsstands on Monday, so Jobs' keynote was moved up to coincide with the magazine's distribution.

Selby also noted widespread speculation that Apple wanted to start the week with its biggest announcement, thereby beating Microsoft Chairman Bill Gates, who was giving a similar "digital lifestyle" opening keynote at the Consumer Electronics Show (CES) in Las Vegas the next day, to the punch.

Even NBC-TV's "Today" show reported that the most significant news to come out of CES was, in fact, the Steve Jobs keynote at Macworld. "Pardon the pun, but you could say the winning hand was not played in Las Vegas this time," Selby said.

Attendees were given hands-on access to the new iMac, as well as more than 100 other new products from the show exhibitors. A number of celebrities strolled the booths as well, including Jerry Harrison of Talking Heads fame, actor/comedian Sinbad, musician Herbie Hancock, the Grateful Dead's Bob Weir and Steven Tyler with fellow Aerosmith bandmates.

"The Mac platform has long been a mainstay for those in the performing and visual arts," Selby said. "Even famous people know that Macworld is the place to see the latest and the greatest, and while we don't invite them specifically we are able to present a sufficiently compelling show."

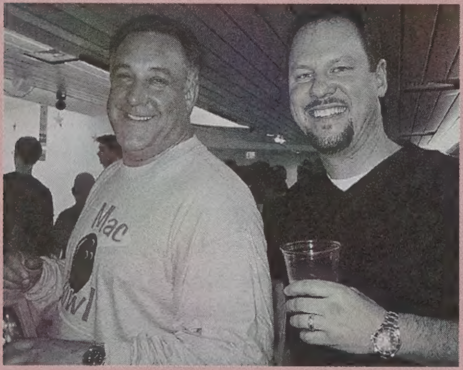
The next Macworld Expo will be held July 16-19 at New York City's Jacob Javits Center. For more information go to www.macworldexpo.com or contact Brooke Selby at brooke_selby@idg.com. WU

IDG
INTERNATIONAL DATA GROUP

IDG WORLD UPDATE

Some members of the hard-working Macworld Expo team in a rare moment of repose (bottom row, l -r): ***Rob Scheschareg****, VP sales, marketing and product development;* ***Charlie Greco****, president & CEO;* ***Annette O'Reilly****, executive assistant. Middle row:* ***Beth Wickenhiser****, public relations coordinator;* ***Jay Novack****, director of sales;* ***Darrell Baker****, VP event services. Back row:* ***Stephanie Merrill****, operations coordinator;* ***Karen Whitman****, operations manager;* ***Brooke Selby****, director of public relations.*

Macworld co-hosts charity bowling tournament



Stephen Daniels *(l), VP and chief operating officer, and* ***Steve Plevin****, Macworld publisher/VP sales, and take a break from MacBowling to tally their scores.*

It was splits, spares and those silly shoes as *Macworld* magazine and Aspyr Media hosted the second annual MacBowl at the recent Macworld Expo. For a donation of $1,500 in cash or equipment, companies ranging from Microsoft to Apple sponsored teams for an entertaining night of bowling. Proceeds from the event, which totaled more than $20,000, went to supplying San Francisco's Sheridan Elementary School with a new computer lab. "The Macintosh community benefits tremendously from the education segment, and we're pleased to be able to return something to them," said **Steve Plevin**, *Macworld* publisher.

The San Francisco-based monthly also held its 2001 Eddy Celebration during Expo week. The event honors the products and companies given the magazine's Editors' Choice Awards, "not just for their overall quality but also for their creators' willingness to lead us in new directions," said the editors. Eddy winners and nominees, clients and *Macworld*'s product experts all gathered at Jillian's Billiards to start the Expo off with a bang of billiard balls and socializing.

For more information on Macworld's Eddy Awards go to www.macworld.com/2001/12/eddy/awards.html or contact **Sharon Cordesse** at scordesse@macworld.com. For information on Macworld's Best of Show Awards go to http://maccentral.macworld.com/news/0201/10.bestofshow.php.

primer

back to basics

Licensing

***Tim Clarke**, vice president of licensing at IDG International Publishing Services, is this week's guest columnist. He may be reached at tim_clarke@idg.com.*

Q Why would a publisher be interested in partnering with IDG to license one of our brands?

A License partners look for three primary things from IDG: globally recognized brands, high-quality editorial content and worldwide sales representation. Being an IDG licensee opens a floodgate of the world's best IT content from the U.S., from many international editions and from the IDG News Service. Licensees choose from the IDG content available to them and add to it high-quality local IT market coverage, resulting in a full package for local readers that's very hard to match. Add to that the immediate recognition of an IDG brand, worldwide ad sales representation via our IDG Global Solutions offices, sharing of IDG test center results and benchmarks, invitations to IDG product line and managerial meetings, and it's no accident that more than three-quarters of our licensed editions are local market leaders.

IDG benefits from licensing by building our global brands, better serving our international customers and earning a modest license royalty that is based on a percentage of local edition's revenue.

Q What is the difference between a licensee and a wholly-owned subsidiary?

A A subsidiary is wholly owned by IDG whereas licensees are wholly owned by our local publishing partners. In a license situation IDG owns the trademarks and its original editorial content and licenses the use of them to the partner. IDG currently has 80 licensed editions in 50 countries.

Q Does IDG ever have both wholly owned subsidiaries and licensees in the same country?

A This situation currently exists only in a few cases (Argentina, Australia, France, Mexico, Singapore, Venezuela). It happens when a subsidiary is not interested in publishing a particular IDG product line and another publisher sees a market opportunity. In these cases we always check with the subsidiary to make sure the approach is reasonable.

Q How does IDG decide it's time to identify a licensee in a country in which we currently have no presence?

A We look at a country's gross domestic product figures from the World Bank along with population figures, literacy rates, local industrial indicators, etc. With IDG editions now in every large and middle-size market and many developing countries as well, it has gotten harder to find new markets where an IT title would be viable. But we try to add at least a couple of flags each year.

Q How do you ensure quality control in a licensed publication?

A With licensed editions in 21 languages it's safe to call this an inexact science. But we have several ways to keep on eye on quality. First, we hear from IDG subsidiaries, customers and also other licensees if a licensed edition in their region falls below standard. We receive and look through licensed editions to check for production quality, review advertiser support as an important quality indicator, and compare revenue to that from licensed editions in other similarly sized markets. Lastly, we visit most licensees once per year and all of them at least every 18 months for a full review, and often get to check in with them at IDG product line and managers meetings as well.

Q What does IDG look for in a potential licensing partner?

A We won't sign a license with a prospective partner without first reviewing a business plan and visiting them on site. During that process we look for: expertise in publishing, preferably IT publishing but if not then staff that knows the local IT market; editorial integrity, remembering that some countries don't have the same tradition of editorial independence taken for granted in the U.S. and Western Europe; general business integrity; financial stability; and an overall sense that a partner would fit well within the IDG family.

Q What's the most frequently licensed IDG title?

A *PC World*. There are 40 licensed *PC World* editions followed by 19 *Computerworlds*. Monthly frequency and broad reader appeal make *PC World* popular in countries that can't yet support IT editions of higher frequency or narrower readership.

Q Do IDG competitors license their editions overseas?

A Not nearly as frequently as does IDG for several reasons. As our company name implies, IDG has thought globally from the beginning. Our competitors have belatedly tried to compete internationally without much success. Most have a handful of international licensees, but they cannot offer them the resources of IDG like a global news service or global ad representation.

"Being an IDG licensee opens a floodgate of the world's best IT content from the U.S., from many international editions and from the IDG News Service. Licensees choose from the IDG content available to them and add to it high-quality local IT market coverage, resulting in a full package for local readers that's very hard to match. "

IDG Romania's ROCS continues to dominate market

IDG Romania Managing Director ***Mihaela Gorodcov*** *presents an award to Varujan Pambuccian, president of the Parliamentary Commission for IT&C, during the Romanian Computer Show.*

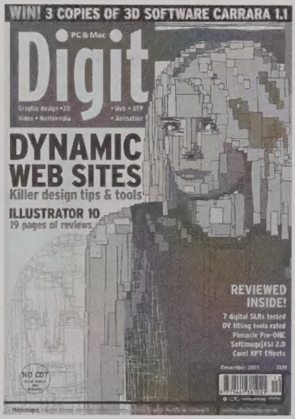
Now in its seventh successful year, the Romanian Computer Show (ROCS) remains the IT event to beat in Romania. Organized by IDG Romania, November's four-day exposition – which is much more of a conference forum than a trade show – targeted four arenas seen as key to the Romanian IT industry in the coming year: data security, telecommunications infrastructure, CRM and IT solutions for small and medium-size enterprises. A record number of 45 conferences drew more than 2,000 attendees, from banking and insurance to multinational firms and government ministries.

"The key to ROCS' success," said IDG Romania Managing Director **Mihaela Gorodcov**, "is offering very good services for the companies that participate. ROCS is a bridge between IT and communications firms and their clients and potential clients. We provide participating companies with a package of services, including printing and online services, and a very targeted audience from those sectors of the economy willing to spend money on IT infrastructure, equipment and software."

For more information contact Mihaela Gorodcov at mihaelag@idg.ro or go to www.idg.ro/ROCS2001.

Digit

continued from page 1


WIN! 3 COPIES OF 3D SOFTWARE CARRARA 1.1
Digit
DYNAMIC WEB SITES
Killer design tips & tools
ILLUSTRATOR 10
REVIEWED INSIDE!

The December issue of 3-year-old Digit magazine boasted more than £50,000 ($71,100) in ad revenues.

Higginbottom said. "We have been even more frustrated by the fact that our competitors have been consistently reducing their rates in order to maintain their levels of advertising.

"However, in line with the IDG philosophy of delivering quality, our team decided not to go down this road," he explained. "We made a concerted effort to push the high quality of the magazine and its various brand extensions, which give the advertiser greater value for the money and a bigger range of choice with their advertising."

Higginbottom said his team tries very hard to maintain a page yield of no less than £1,000 ($1,421). Yield refers to the amount a publisher actually gets per display ad page (i.e., net yield per page = net advertising revenues divided by the number of ad pages. The fewer the discounts off the rate card, the higher the yield.)

According to Higginbottom, when yield is maintained, four things happen:
1. There is an automatic increase in overall revenue.
2. The clients are made to realize the quality of the product in which they are investing their money.
3. *Digit* maintains its credibility, whereas competitors lose theirs because their advertisers are getting a reduction for no other reason than to keep a high volume of ad pages – or a false market share.
4. *Digit* advertisers who are used to paying lower rates elsewhere either increase their advertising spending or go elsewhere and are replaced by better quality clients who spend more.

The team's efforts for the December issue helped *Digit* achieve higher revenues than its three competitors and a higher market share, now at 36.2%.

For more information contact Simon Higginbottom at simonh@digitmag.co.uk.

Digit at-a-glance

Launched April 1998
Home office London
Circulation 20,000
Frequency 11 times/year
Target audience Creative professionals working in a multitude of platforms who produce a wide array of publishing and multimedia products.
Web site www.digitmag.co.uk

IDG Romania raises funds to assist street children

At the close of its annual Romanian Computer Show (ROCS), IDG Romania holds a formal dinner for members of the local IT community, government ministers and Parliament members, and presents its Excellence Awards, which are designed to acknowledge an outstanding contribution to the development of IT and communications in the country. The theme of this year's event was "Getting Back to Normal."

"The whole idea of 'normality' was very simple," said IDG Romania Managing Director **Mihaela Gorodcov**. "Back to music, back to theater, and, more importantly, back to fundamental feelings and sentiments toward those less fortunate. Romania is currently in a period of transition, and we need to build this kind of social awareness and go back to culture and real values."

Cornel Todea, one of Gorodcov's colleagues from Rotary Club, is a well-known theater manager and director and currently the executive president of the Association of Theatres. "Through our Rotary connection I knew of his project to stage "Acasa" ["At Home"], a Russian play about street kids using 11 Bucharest street kids between the ages of 8 and 14," Gorodcov said. The children, living on the streets for as long as they can remember, have been performing the play twice a month since September and were "fundamentally transformed," according to Gorodcov.

"They became fantastic actors, very serious and very committed," she said. "Through the theater they discovered a totally different world. After such an experience they could not go back to the streets."

Gorodcov said that, after much effort, Todea obtained an apartment for the children, donated by the city of Bucharest. "But it was empty," Gorodcov said. "So we decided to 'make it happen,' as [IDG Chairman **Pat McGovern**] always says to us."

She said their aim is to pay for a social worker to live with the children for at least six months and to buy the essentials they need – beds, a refrigerator and the like – and during those six months seek other resources from state agencies. "I believe it is about time that the IT community became more involved socially, so I asked every company that participated at ROCS to donate US$100 to the cause. They all agreed immediately. We are not going to change the face of the world or even replace specialized state institutions, but we can do something concrete for somebody in need."

As of press time, Gorodcov has raised nearly $3,000.

Week of January 28, 2002

Regional Sales Manager (IFW)

InfoWorld Media Group seeks highly motivated, achievement-oriented sales professional to create a strong presence in the Silicon Valley/Bay Area markets. Core responsibilities include creating and developing new accounts and growing existing accounts by selling all of InfoWorld's on-line, print and sponsorship product offerings. Will possess a keen understanding of the technology sector and InfoWorld's position and value in that market. The winning candidate will have 8 - 10 years experience, be a highly effective communicator and negotiator with proven track record of customer oriented selling success and great reputation among advertising decision-makers.

Location: San Mateo - CA

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Sales Associate (MAC)

Mac Publishing is looking for an energetic Sales Associate to join the San Francisco, CA office. The Sales Associate will support one Account Executive and one Advertising Director, aiding with all facets of sales support. Primary responsibilities include: preparing sales presentations, gathering support information, handling internal and external correspondence, and providing overall administrative support. This position also requires frequent interaction with all members of the Sales team and the company as well as with clients and business relations partners to assist them with questions, problems, or concerns. Candidates must be flexible, detail oriented, and possess strong organizational skills in order to manage multiple priorities. Strong computer skills (MS Word, Excel, and PowerPoint) along with a strong customer service orientation required. Minimum of 3 years business experience. Prior sales support experience within the publishing or media industry preferred. ***Location: San Francisco - CA***

Contact: S. Wu, Fax: 415-243-3694, Phone: 415-243-3503, Email: su-tsen_wu@idg.com

VP, Business Development (ICI)

IDG Communications is seeking a seasoned, energetic and experienced sales executive to manage selected accounts within IDG's Top Twenty domestic customers and their agencies. Candidates should be customer centric, solutions focused, articulate and possess multi-tasking skills with the proven ability to creatively sell IDG's domestic online and off-line portfolio to drive enhanced IDG revenue and profits. At least seven years of successful integrated sales experience is required, IT industry knowledge with Associate Publisher/Ad Director level publishing, marketing and /or senior level agency account side experience an added plus.

Location: New York/New England area

Contact: S. Wu, Fax: 415-243-3694, Phone: 415-243-3503, Email: su-tsen_wu@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

employee heroes

Carol Zarrow: A valued resource in CXO's editorial group

At CXO Media, **Carol Zarrow**, the editorial department's resource manager, is the true resource. While her job currently entails managing the editorial library and developing online research and source database tools for the writers, editors and editorial assistants, she started at *CIO* magazine in 1995 as an editorial researcher.

ALBERTO CAPOLINO

*"I do a wide variety of things in my job, so I'm never bored; I'm constantly learning and I work with a great group of people. What more could I want?" asks **Carol Zarrow**.*

"As a fact checker she never tired of the task after years of doing it," said her former manager, **Cheryl Asselin**, *CIO* managing editor of production. "She gives 150% with everything she does. And she doesn't give up. If she can't find an answer to a research question after looking in 10 places, she'll try 10 more. When you give her a job to do, you know it's going to be thorough, thought out and complete."

In the last year, Zarrow transitioned to her new role. Setting up an editorial library was "a longtime dream for her," according to Asselin, who said Zarrow has done a fantastic job with it. "She has set up the resources and the research tools for the editorial staff of *CIO* and sister publication *Darwin*. The library is well organized and stocked. And she just keeps offering more help."

"If you ask her for research help on a story she invariably jumps right on the request and is really tenacious and helpful about making sure that you get all the information you need," *Darwin* Senior Editor **Carol Hildebrand** said. "I've never seen her be anything other than organized, meticulous, cheerful and positive."

Senior Executive Editor **Rick Pastore** called Zarrow "one of our unsung heroes. Without her, most everyone's job in the editorial department would be harder to do."

Although her main priorities are CXO's print magazines, she has also helped out on the Framingham, Mass.-based business unit's Web site.

Web Developer **Ellen Morey** recently came to Zarrow for help with the site's Ask the Expert section. According to Morey, a new layout has been created to make it easier for users to search and navigate the site. "There were around 1,000 questions that needed titles and short descriptions written about them in order to make the new system work. And we needed this done in a week," Morey said. "Not only did Carol jump right in and finish it in the desired time, but she did a wonderful job. The new section has already received many positive comments, and the users are definitely benefiting."

Zarrow also brings a fresh perspective on human nature to her job. "She has the institutional knowledge and depth that we all value," Asselin said. "As a manager, I often turn to her for questions about how to deal with certain individuals or situations. And when I'm stuck and can't figure out what makes some people tick, I love to hear how she perceives the situation. She has helped talk me down a few times and offered common sense advice that is usually right on the mark." WU

Fortune

continued from page 1

nies applied, up from 235 last year. The rigorous review process examines a variety of elements that illustrate a company's commitment to its employees including salary, benefits, work/life balance programs, education and diversity.

Two-thirds of the scoring is based on a 57-question survey distributed to a randomly selected group of some 250 employees. The remaining third of the score is derived through an evaluation of the materials the company submits.

"This year was a much more collaborative process," said IDG Corporate Communications Manager **Sarah Hansen**. "All the HR managers from the individual business units and all the PR managers did a fantastic job contributing items – photos with great captions, T-shirts, posters, hats and more – to show why their company is a great place to work." The result was a binder that told the IDG story, divided into chapters covering themes such as employee volunteer programs, training and benefits.

The submitted material deemed most important by the judges is the Great Place to Work Culture Audit, a questionnaire with open-ended questions about the firm's workplace practices, philosophy and work environment. Key contributors were IDG VP Human Resources **Karen Budreau**, Executive Recruiter **Susan Brown**, HRIS Manager **Julie Boudreau**, Compensation Manager **Annelise Fortier** and Corporate Benefits Manager **Cheryl Talamini.**

For more information go to www.fortune.com or contact Sarah Hansen at sarah_hansen@idg.com. WU

The buzz factor

"From a publicity standpoint, being part of the *Fortune* list is fabulous," said IDG Executive Recruiter **Susan Brown**, who said for several months following last year's inclusion her phone rang incessantly from people interested in joining the company, many of whom said that because IDG is privately held, they didn't know much about it before. More important, though, is the hook to get potential recruits' attention. "As part of our opening line when we contact someone we say, 'by the way, IDG is on *Fortune*'s top 25 list.' That really piques their interest."

Network World's Jason Meserve runs in Olympic torch relay

By the time the Olympic Flame is lit on Feb. 8th in Salt Lake City, Utah, it will have traveled some 13,500 miles across 46 U.S. states and been carried by approximately 11,500 torch bearers. Among them: *Network World* Multimedia Editor **Jason Meserve** and his wife Amy.

Meserve, who says he still doesn't know how he got picked, responded to relay sponsor Coca-Cola's call for "hero nominations" back in the spring by nominating his then-fiancee, who is a special education preschool teacher. "We got the congratulations notice in the mail while we were on our honeymoon," Meserve said. "And then, just after the Torch Relay began in Georgia in early December, we got our official warm-up suits and final instructions in the mail."

Meserve and his wife were told to meet at Boston's Marriott Copley Place on Friday, Dec. 28 at 5:30 a.m., about one-and-a-half hours before their scheduled 7 a.m. run.

Calling the experience "amazing," Meserve said that when he and Amy first got picked back in July "it seemed kind of hokey and not that big of a deal." But the events of Sept. 11 changed all that. "With all the negative stuff happening in the world, it was nice to be part of something so positive," he said. "I am not a morning person at all, but I had more energy at 7 a.m. that day than just about any other time in my life."

Although runners are offered the chance to purchase their torches, Meserve and his wife, who are saving for a house, decided the $335 price tag was a bit steep and settled for the running suits and their memories.

*Above: **Jason Meserve** and his wife Amy awaiting their early-morning segments of the run. Below: Meserve carries the Olympic torch along his two-tenths-of-a-mile route.*

And there's no question that the two of them will be glued to their TV sets on Feb. 8 when the flame enters the stadium and is used to ignite the Olympic Torch. "They tell you just before you run that while you're carrying the torch for your two-tenths of a mile, you're the only human on the planet with the Olympic Flame. I want to see it reach its final destination."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Joe Levy *CXO Media*

27

Joanne Oteri *Computerworld*

22

Klemens Paunert *IDG Germany*
Donna Pomponi *Network World*

20

Renee Pierce *IDG*
Kazuhiro Hara *IDG Japan*

19

Maria Grazia Rovati *IDG Italy*
Beverly Wolff *Computerworld*

18

Mark Winther *IDC*
Donna Sparrow *IDC*
Paula Foss *Computerworld*

17

Paul Bonarrigo *Mac Publishing*

15

Claudette Sears *IDG Research Services*
Christian Le Gall *IDG France*

14

Michelle LaJeunesse *IDC*
Christina Guio *InfoWorld*
Katalin Kopácsi *IDG Hungary*
Robert Brown *Network World*
Deborah Vozikis *Network World*
Uschi Weiss *IDG Austria*

13

Amy Hanania *IDG*
Miriam Karlin *IDG*
Ken Fuller *IDG*
Zsóka Egyed *IDG Hungary*
Graham Penn *IDC Australia*

12

Lillian Richard *IDG*
Francis Mao *IDG Games Media Group*
Benjamin Barbante *InfoWorld*
Seanna Maguire *Computerworld*
Imre Birkus *IDG Hungary*
William Bustamante *IDG Venezuela*
Marcel Warmerdam *IDC Benelux*

11

David Cobb *PC World*
Petr Kubat *IDG Czech*
Gary Koch *IDC Hong Kong*
Kazimierz Szot *IDG Poland*

10

Harry McCracken *PC World*
Anna Micskó *IDG Hungary*
Luiz Fernando Vieira *IDG Brazil*
Ailton Silva *IDG Brazil*

9

Randi Siegal *IDC*
Shane Rau *IDC*
Andrea Trigila *IDG Argentina*
Fiona MacRae *IDC U.K.*
Malgorzata Chwaszczewska *IDG Poland*
Wislaw Pawlowicz *IDG Poland*

8

Cathy Garland *IDG*
Jerzy Krupinski *IDG Poland*
Edyta Bajorek *IDG Poland*
Sue McIntosh *IDG New Zealand*
Gregory Morgan *Network World*

7

Bob Gleason *IDG*
Richard Bailey *IDG U.K.*
Paul Krill *InfoWorld*
Harald Fragner *IDG Sweden*
Mats Lövgren *IDG Sweden*
Yvonne Nyman *IDG Sweden*
Wojciech Raducha *IDG Poland*
Iwona Bartczak *IDG Poland*
Tomasz Janos *IDG Poland*
Krzysztof Frydrychowicz *IDG Poland*
Ana Paula Lobo *IDG Brazil*
Barbara Simon *IDG Australia*
Piyush Singh *IDC Singapore*

6

Susan Waring *IDG World Expo*
Jean-François Macanda *IDG France*
Melissa McCleery *Computerworld*
Anders Danielsson *IDG Sweden*

Cecilia Larsson *IDG Sweden*
Päivi Öjmyr *IDG Sweden*
Maciej Obuchowicz *IDG Poland*
Przemyslaw Gamdzyk *IDG Poland*
Magdalena Prugar *IDG Poland*
Frank Coelho *Network World*

5

Roger Kay *IDC*
Susan Watson *CXO Media*
Lindsay Young *IDG Games Media Group*
Janis Crowley *IDG Recruitment Solutions*
Carlos Cid *IDG Spain*
Henrik Sorin *IDG Sweden*
Keith Shaw *Network World*
Enkutatash Gubaie *Network World*

4

Connie Alvero *IDG*
Josepha Jobe *IDG France*
Kelly Clarke *IDC*
Elisa van Dam *IDC*
Nadia Krasteva *IDG Bulgaria*
Sara Shay *CXO Media*
Dagmar Ruscakova *IDG Czech*
Vaclav Maletinsky *IDG Czech*
Ronda Bittner *Mac Publishing*
Ronald Neal *Mac Publishing*
József Samu *IDG Hungary*
Yuko Shirai *IDC Japan*
Manuel Pastor *IDG Spain*
Carina Johansson *IDG Sweden*
Karin Lindström *IDG Sweden*
Baiju Nakarja *IDC U.K.*
Monica Brunaccini *Network World*
Charley Spektor *Network World*
Ann Bednarz *Network World*
Richard Jacobson *IDC Singapore*

3

Paul Johnson *IDC*
Morris Edwards *IDC*
Scott Plamondon *PC World*
Tracy Yee *PC World*
Michal Bares *IDG Czech*
Jana Pelikanova *IDG Czech*
Sandra Strehle *IDG Germany*
James Piper *IDG Communications*
Pia Lykke Andersen *IDG Denmark*
Ulrika Halvarsson *IDG Sweden*
Daniel Sjöholm *IDG Sweden*
Jenny Törnberg *IDG Sweden*
Christine Ang *Computerworld Malaysia*
Sam Dingwall *IDC U.K.*
Jonathan Holmes *IDC U.K.*
Megan Colquhoun *IDG New Zealand*
Kalman Bekeski *IDG New Zealand*
Julie Bort *Network World*

2

Doris Benavides *IDG News Service*
Peter Sayer *IDG News Service*
Susan Celli *IDG*
Paolo Morati *IDG Italy*
Lisa Boles *ITworld.com*
Jaime Lysik *ITworld.com*
Sophie Boddele *IDG France*
Jonathan Gaw *IDC*
Carolyn Flynn *IDC*
Matthew Eastwood *IDC*
Andrea Siegel *IDC*
James O'Brien *IDC*
Margaret Takarabe *IDC*
Margaret Follmer *IDC*
Marc Hirsch *IDC*
Chris Bramel *CXO Media*
Mary Gregory *CXO Media*
Alexis Barrera *IDG.net*
Cindy Crow *PC World*
Lisa Huck *PC World*
Lisa Iozzia *PC World*
Vickie Miyaoka *InfoWorld*
Sharon Patrick *InfoWorld*
Richard Sims *InfoWorld*
Sachiko Nishibara *IDG Japan*
Heather Taini *IDG Global Communications*
Sladin Nan *IDG Global Communications*
Franck Zamora *Mac Publishing*
Joshua Pike *IDG Communications*
Debra Downey *IDG Communications*
Jennifer Jagdat *IT World Canada*
Stefan Andersson *IDG Sweden*
Linn Brenna *IDG Sweden*
Johan Isaksson *IDG Sweden*
Johan Kappel *IDG Sweden*
Paula Lembke *IDG Sweden*
Eeva Lijengren *IDG Sweden*
Lina Otterdahl *IDG Sweden*
Anita Saming *IDG Sweden*
Katarina Svensson *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Mats Westin *IDG Sweden*
Andrew Chan *IDC Singapore*
Shirley Chua *IDC Singapore*
Dorothy Yang *IDC China*
Brooke Galloway *IDC Australia*
Jasmine Soo *IDC Hong Kong*
Monica Hamilton *Network World*
Wendie Larkin *Network World*
Amie Gaston *Network World*
Anna Aquino *IDG Executive Forums*
Steven McCall *IDG Executive Forums*
Lauren Thompson-Moore *IDG Australia*
Michael Cranna *IDC New Zealand*
Lee Huei-Min *IDC Malaysia*

1

Hara Stein *IDG International Publishing Services*
Bruce Powell *IDG*
Anna DiMaria *IDG*
Ann-Marie Wade *IDG*
Beth Wickenhiser *IDG World Expo*
Robin Wiersma *IDG World Expo*
Faith Clunie *IDG*
Margo Ameen *IDG*
Alice Mele *IDG Corporate Travel*
Suzette Licata *IDG Corporate Travel*
Michael McCarthy *IDG Corporate Travel*
Nikki Civetti *IDG Corporate Travel*
Laurie Horn *IDG Corporate Travel*
Wendy Donnellan *IDG Corporate Travel*
Jim Uhlman *ITworld.com*
Ed Pierce *ITworld.com*
Lucia Bianchi *IDC France*
Patrick Shearer *IDC*
Coleman Jolley *IDC*
Lisa Giberti *IDC*
Songtao Lu *IDC*
Karen Moser *IDC*
Nancy Vescere *CXO Media*
Jennifer Guevin *IDG.net*
Timothy Downs *InfoWorld*
Bernice Osborne *Computerworld*
Shari Redan *Computerworld*
Nanette Jurgelewicz *Computerworld*
Christian Lund *IDG Denmark*
Sayuri Ishimura *IDC Japan*
Noritaka Terada *IDC Japan*
Kazuo Aida *IDC Japan*
Anhia Lara *IDG Spain*
Eugenia Lopez *IDG Spain*
Ann Blomqvist *IDG Sweden*
Martin Ekman *IDG Sweden*
Lina Forsback *IDG Sweden*
Olov Kalderén *IDG Sweden*
Carl Löfgren *IDG Sweden*
Mikael Nyberg *IDG Sweden*
Therese Sundström *IDG Sweden*
Johan Wikberg *IDG Sweden*
Daniel Ytterberg *IDG Sweden*
Dorota Chrisp *IDC U.K.*
Mike Friend *IDC U.K.*
Anhia Lara IDG Spain
Eugenia Lopez IDG Spain
Martín Moncalvillo *IDG Spain*
Anja Boerhoop *IDC Benelux*
Margot Pop *IDC Benelux*
Julie Wall *IDC Benelux*
Jennifer Isbister *IDC Canada*
Randy Mandrish *IDC Canada*
Robert Grange *IDG Global Solutions*
Joel Grandin *ITworld.com*
Daniele Lazzarin *IDG Italy*
Fernando Angelo *IDG Brazil*
Ana Paula Oliveira *IDG Brazil*
Puneet Narang *Network World*
Harold Himsel *IDC U.K.*
Ann Toh *Computerworld Singapore*
Lily Jiang *IDC China*
Cathryn Piper *IDC Australia*
Rajeswari Sappiah *IDC Malaysia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Wu Chengxiu

Home
Beijing

Joined IDG
January 1991

Career path since joining IDG
1991-97, I worked in distribution and editing at IDG Books; from 1997 to the present, I have been advertising editor at *Telecom World*.

What do you do?
I am in charge of editing, proof reading and checking of advertising text; writing the monthly ad report and creating the ad index for each issue.

Most challenging part of your job
I think telecommunications in China is developing so fast that I am always afraid to be left behind. I read as much as I can to keep myself informed.

What's kept you at IDG for 10 years?
I like working for IDG, and I get along well with my colleagues. My boss is good to me, and I am paid well.

Best way someone could compliment you on your work?
Say that I am conscientious, capable and easy-going.

Interests outside the office
Traveling, hill climbing and all kinds of sports.

Family
My husband Wang Wenyong and my son Wang Kailong, 7 years old.

Of what accomplishment at work are you most proud?
With my hard work, the magazine is published on time and no mistakes are found.

What talent do you wish you had
I would like to have more knowledge about the telecommunication and electronics fields.

What you'd grab if your house were on fire?
My son. He is the most important one in my life.

If you won the lottery tomorrow, you would?
I used to buy lottery tickets and hoped to win the big prize, but I came to realize that it was a daydream and I would rather not think about it.

Favorite vacation spot
Tibet. When I have time and after my son grows up, I will go to Tibet.

Wu Chengxiu *was the guest of IDG Chairman* ***Pat McGovern*** *at a celebration honoring her 10 years of service to IDG.*

Your idea of a perfect day alone
Sleeping for a day, because I always seem to feel tired since my son's birth.

Retirement dreams?
If I have money, I will go traveling around the world with my husband. If I don't have money, I will build a big house in the suburbs of Beijing together with my four best friends, so our four households will live there close together to enjoy life.

Manager's profile
"Wu Chengxiu joined IDG Books in January 1991 and later transferred to *Telecom World*. When she first came to IDG, she was a pretty girl and is now a mother of 7-year-old son. She handles so many of the daily affairs of the office we all call her 'director of everything.' She never complains and works conscientiously, playing an important role in the magazine. She is very popular with all the staff members of our magazine."

— Yang Ping, executive publisher, Telecom World

Correction

A caption in the Jan. 14 issue of *World Update* incorrectly listed IDG Senior Application Technology Manager **Mike Malone**'s years of service with IDG. He has been an IDG employee for 13 years.

and finally.

The editors of *IDG World Update* would like to thank the following people whose names do not appear in this issue but who provided information and assistance:

Rachel Barnett *CXO Media*
Emily Berman *IDG Research Services*
Brian Smyers *IDG Corporate Support Center*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

SPECIAL ISSUE

IDG World Update

4 FEBRUARY 2002
VOLUME 32, NUMBER 3

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

This Is IDG

For 38 years, the employees of IDG have been committed to a simple, powerful vision: to be the world's No. 1 provider of information on information technology. From its humble beginnings in the living room of Chairman **Pat McGovern**'s Newtonville, Mass., home where IDC's first product — a database of computer installation sites — was born, the company has not wavered from that mission. Today, International Data Group spans the globe with market-leading brands that deliver content across print, online, events and research.

PC ADVISOR
10 STEPS TO A FASTER PC
IDG.net
IT ALL STARTS HERE
IDG
INTERNATIONAL DATA GROUP
COMPUTERWOCHE
Überleben
CIO
All Hands Across the Lines
Digit
CIO
IT world.com
IDC
Analyze the Future
InfoWorld
CONFERENCES
darwin
COMPUTERWORLD
IDG
COMMUNICATIONS
LIST SERVICES
LeMonde INFORMATIQUE
Bilan globalement positif pour la facturation à l'usage
PC WORLD
PARA SU PC
MEJORAS
IDG
WORLD EXPO
NetworkWorld
AN IDG COMPANY
PC WORLD
PROTECT YOURSELF
on the Web
BioIT WORLD
CONFERENCE & EXPO
MAC PUBLISHING
Macworld
unlimited
Brain GAIN
CIO perspectives
25
Different Voices Shared Visions
Getting Alignment Right
JOB UNIVERSE

Beginning with *Computerworld* U.S. in 1967, IDG now publishes more than 300 newspapers and magazines around the world including such well-known brands as *InfoWorld*, *Network World*, *PC World*, *CIO* and *Macworld* as well as numerous other titles that meet the needs of local readers and customers. Produced by wholly owned subsidiaries and licensed publishing partners in more than 80 countries, IDG's publications are uniquely able to provide locally focused content to inform and educate IT decision makers and end users about the impact of technology in their own markets. Today, IDG publications are read by more than 100 million people in 85 countries.

In 1995 IDG established its home page on the World Wide Web. Today the company hosts more than 330 Web sites in 70 countries, with each site focused on a distinct community — from game enthusiasts to e-business executives, from CIOs to CTOs and from network administrators to business managers. The company offers customers a range of online marketing opportunities including customized Webcasts and sponsorships of its numerous online communities as well as topic- and industry-driven e-mail newsletters that are currently delivered to more than 100 million subscribers monthly.

With more than 168 events produced in 35 countries, IDG is the world's leading provider of events and conferences focused on the IT, computing, e-business and telecommunications industries. In addition to numerous events and conferences produced by individual business units, such as CXO Media's CIO Perspectives, Network World's extensive seminar and events offerings including Agenda, DEMO and Vortex; Computerworld's Storage Networking World, InfoWorld's Next Generation Web Services Conference and IDG Japan's LinuxWorld Conference and Demo to name just a fraction, Framingham, Mass.-based IDG World Expo and sister companies in Singapore, Hong Kong, Vietnam, Germany and China produce such market-leading events as Macworld Conference & Expo, LinuxWorld Conference & Expo, and the newly announced COMNET Wireless and BioITWorld Conference & Expo.

And finally, IDG's research company — IDC — where it all began almost 40 years ago, offers clients a global network of more than 700 analysts in 43 countries, who are the most respected and frequently quoted sources of global market data and analysis in the industry today. IDC offers customers a range of products and services including its Continuous Information Services, custom research and consulting, bulletins, reports, multiclient studies and the industry's most respected group of annual conferences and events worldwide including Directions and the European IT Forum.

A key strength of IDG is the interconnectedness of the company's disciplines, which offers customers, quite literally, a world of resources. This issue of *IDG World Update* is designed to give employees a general overview of IDG's vast presence around the world, its major disciplines and the primary functions of its support service business units. It is not intended as an exhaustive description of every functional area within each division. More information about the company is available on the corporate Web site IDG.com. WU

Inside

IDG's Global Publishing Product Lines ----- 2
Global Product Support Centers ------------- 2
Events --- 4
Online activities -------------------------------- 4
Research -- 5
Venture capital activities -------------------- 5
Support Service Business Units ------------ 6
IDG Executive Committee ------------------- 7
IDG's worldwide presence ------------------ 8
IDG milestones -------------------------------- 16

Global Publishing Product Lines

The following are general descriptions of IDG's most replicated publications.

Channel publications
IDG's channel publications serve computer resellers, integrators, consultants and distributors and provide insight, strategy and advice on trends and technologies driving the channel. There are 16 IDG-related channel titles globally with names such as *ComputerPartner*, *Dealer World*, *Solutions Integrator* and *Distributique*.

CIO
Each month the *CIO* product line serves CIOs, CEOs, CFOs COOs and other corporate officers who use technology, control the corporate purse strings and are involved in every purchase of IT products and services. There are 12 locally published *CIO* titles around the globe.

Computerworld and InfoWorld
Both *Computerworld* and *InfoWorld* target IT professionals in the enterprise; there are a total of 46 locally produced titles worldwide. In the U.S., the weekly *Computerworld* focuses on IT management and implementation while the weekly *InfoWorld* focuses on technology and products for IT executives who purchase enterprise-class systems in volume. Outside the U.S., a subsidiary or licensee that publishes only one of these titles may incorporate the content of both types of publications, and the frequency may be bi-weekly.

Games publications
IDG's games titles, most of which are monthlies, deliver multi-platform video and personal computer gaming previews, reviews, strategies, tips and tricks. *GamePro* is published in the U.S., Greece, Lebanon, Sweden and Turkey; *GameStar* is published in Germany, Hungary and the Czech Republic.

Macworld
Macworld gives readers the perspective, advice and inspiration they need to get the most out of their Mac, providing them with the information they need to expand their creativity. *Macworld* is published, primarily as a monthly, in nine local language editions worldwide.

Network World
The 21-member *Network World* global product line focuses on enterprise networking. *Network World* titles, usually published weekly, provide in-depth analysis on the design and integration of network infrastructures, applications and communications systems.

PC World
PC World is a resource for buyers of PCs and Internet-access devices. The 56 monthly *PCW* titles provide features, reviews and product rankings, as well as tailored information for business managers, corporate decisionmakers and consumers.

Specialty/Other
IDG business units have the discretion to publish speciality titles to appeal to local audiences on topics such as bio-IT, security, customer relationship management, CAD/CAM, DVD/video technologies and more.

Global Product Support Centers

As a company that values decentralization, IDG gives business units the chance to act independently and entrepreneurially based on their staffs' knowledge of the local market. However, IDG encourages business units to share experiences and information on a regular basis. The Global Product Support Centers exist to further these knowledge-sharing efforts.

Channel World Global Product Support Center
Brabanterstrasse 4, 80805 Munich, Germany
- **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag GmbH, ralph_peter_rauchfuss@idg.com
- Director: **Alessandro de Bochdanovits**, *ComputerPartner Germany* publisher, abochdanovits@computerpartner.de
- Manager: **Silvia Sprenger**, ssprenger@computerpartner.de

www.idgchannelworld.com
http://gpsc.idgchannelworld.com

Sprenger

The Global Product Support Center Channel World (GPSCCW) assists IDG channel publications through its Web site and by organizing an annual global meeting. GPSCCW supports internal communication by placing topics on its intranet. A logo placed on the covers of the various titles around the globe signifies membership in the product family despite the different names.

Computerworld/InfoWorld Global Product Support Center
Brabanterstrasse 4, 80805 Munich, Germany
- **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag GmbH, ralph_peter_rauchfuss@idg.com
- Global Administration Coordinator: **Ingrid Breitenberger**, ibreitenberger@computerwoche.de

www.cwiwgpsc.com, www.cigpsc.com (site not active yet)

Breitenberger

The CW/IW Web site provides IDG employees with news about the business units publishing *Computerworld* and *InfoWorld* products and the IT market situation in general, with market research data and much more. Usually holds an annual meeting.

Expo Global Product Support Center
IDG World Expo, 3 Speen St., Framingham, Mass., 01701
- **Charlie Greco**, president, IDG World Expo, charlie_greco@idg.com
- Director: **Darrell Baker**, IDG World Expo VP, event services, darrell_baker@idg.com

Baker

The Events Global Support Center (EGSC) supports IDG's worldwide network of event managers producing IDG-owned expositions and conferences. One of its goals is to inspire global thinking among the event units aimed at expanding business opportunities and improving the visibility of IDG's international product offerings to customers (exhibitors, attendees and speakers). Expo GPSC activities include but are not limited to: sharing event marketing materials and creative elements with global business units producing IDG-branded events; assisting IDG Corporate Communications to ensure that worldwide event lists are up-to-date on IDG.com; developing global exhibitor, attendee, speaker and media programs.

IDG Global Online Publishing Support Center
155 Bovet Rd., Suite 100, San Mateo, Calif. 94402
- **Jeff DeBalko**, president, IDG Global Communications, jeff_debalko@idg.com
- Director: **Mark Houts**, vice president of Media Technology, mark_houts@idg.com

www.GoPSC.com

Houts

The Global Online Publishing Support Center (GoPSC) supports the exchange of information among IDG online businesses to improve business results and the implementation of new technology. GoPSC works through its Web site and by organizing regional meetings. GoPSC maintains a knowledge base of IDG case studies, a database of IDG online business units, and up-to-date information about IDG technology initiatives and vendor relationships.

JobUniverse Global Product Support Center
Brabanterstrasse 4, 80805 Munich, Germany
- **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag GmbH, ralph_peter_rauchfuss@idg.com
- Operating officer, JobUniverse.com: **Michael Freter**, mfreter@computerwoche.de
- Director: **Gerd Mittmann**, gmittmann@jobuniverse.com

http://www.gopsc.com/jobuniverse

Mittmann

The JobUniverse Global Product Support Center serves those employees -- whose business units are part of the JobUniverse network -- involved in all aspects of recruitment advertising. JobUniverse member countries are Austria, Bulgaria, Canada, Denmark, France, Germany, Hungary, New Zealand, Norway, Poland, South Africa, Spain, Sweden, the U.K. and the U.S. The GPSC offers the technologies necessary to set up and run a competitive online recruitment Web site. It provides graphical elements, guidelines and information to ensure that all JobUniverse Web sites can use the same corporate design and wording. The GPSC supports the member countries by generating additional revenues via its own sales team and all international sales contacts within IDG. The editorial team provides member countries with concepts for editorial projects. It shares its own concepts and ideas on a regular basis with the other editors of the network via the JobUniverse micro site in the GoPSC.

Macworld Global Product Support Center
301 Howard Street, 15th Floor, San Francisco, Calif. 94105
- **Colin Crawford**, president, Mac Publishing LLC, colin_crawford@macworld.com
- Manager: **Sharon Cordesse**, marketing communications manager, sharon_cordesse@macworld.com

Cordesse

Provides editorial content, via CD-ROM and FTP site, and support to Macworld's network of international publications. In addition to ensuring our licensees and subsidiaries are kept up-to-date on the U.S. business, the GPSC hosts biannual product line meetings in conjunction with Macworld Expo.

Network World Global Product Support Center
Network World, Inc., 118 Turnpike Road, Southborough, Mass. 01772
- **Evilee Thibeault**, president and publisher, Network World, et@nww.com
- Corporate Programs and Events Manager: **Nancy Parquette**, nparquette@nww.com

www.networkworld.com/gpsc

Parquette

The Network World Global Product Support Center is responsible for the sharing of ideas, research and best practices, as well as creating print, online and event revenue-generating programs throughout the Network World global family of products and services. The group meets annually and facilitates global communications through its Web site.

PC World Global Product Support Center
IDG Communications Netherlands
Richard Holkade 8, 2033 PZ Haarlem, the Netherlands.
- **Raimon Gort**, managing director, IDG Netherlands, rgort@idg.nl
- Coordinator: **Annemarie Lootsma**, alootsma@idg.nl

www.pcworldsupportcenter.com (not active yet)

Lootsma

PC World Communications
501 Second St., San Francisco, Calif. 94107
- **Sandy Wong**, director of marketing and research, PC World, sandy_wong@pcworld.com
- Karen Grayson, marketing specialist, PC World, karen_grayson@pcworld.com, http://global.pcworld.com

The PCW GPSC is a platform for every IDG employee working for a *PC World*-type product to build and maintain a significant business relationship and create a network with other IDG employees. Part of the mission of the PCW GPSC is to provide access to graphics, illustrations and stories of *PCW* products (both print and online) around the globe. This is coordinated by *PC World* U.S.

Events

Most IDG business units organize their own conferences, expositions, Webcasts and other events. For example:

- Computerworld's Strategic Programs & Events group produces two Storage Networking World (SNW) events in the U.S. as well as SNW/Europe, and licenses the SNW brand to IDG Japan, which produces, among more than a dozen other events per year, Storage Networking World/Tokyo.
- IDC U.S. produces its signature event, the annual Directions conference, in Boston and the San Francisco area. Focused on the IT market outlook for the coming year, Directions is adapted locally by more than a dozen IDC offices worldwide each year.
- IDG Executive Forums, now part of Network World, Inc., provides insight, opinion, information and networking opportunities for the industry elite at three well-established events: Agenda, which zeroes in on the technology industry's direction for the upcoming year; DEMO, which provides a first-hand look at the newest and most innovative products and technologies entering the market; and Vortex, which is focused on the convergence of the Internet, telephone and television networking technologies. Network World also produces educational seminars and events such as its Town Meeting, Tech Update and Technical Seminars in multi-city tours as well as topical Webcasts.
- The potpourri of other events include, but are not limited to: CIO Perspectives and CIO Symposium (CXO Media), Romanian Computer Show (IDG Romania), IT in Banking (IDG Bulgaria), CTO Forum (InfoWorld), Computerworld Expo (IDG New Zealand), the Philippine Web Awards (WS Computer Publishing) and Network World - Live! (IT World Canada).

Framingham-Mass.-based IDG World Expo and its sister companies in Hong Kong; Singapore; Hochiminh City, Vietnam; Shanghai; Beijing; Shenzhen; and Munich focus exclusively on events.

IDG World Expo

Location: 3 Speen St., Framingham, Mass.
President/CEO: **Charlie Greco**
charlie_greco@idg.com
www.idgworldexpo.com

Greco

IDG World Expo oversees and champions the development of IDG event businesses. World Expo develops IT-focused tradeshows, conferences and events for professionals seeking world-class education, peer-to-peer networking and one-stop comparison shopping. The company ensures that IDG is actively participating in new market segments. This group also provides centralized functions, including sales, marketing and business development to accelerate event growth through new launches, external partnership agreements and partnering with other IDG companies to produce IT-related events. Current products include: BioITWorld Conference & Expo, COMNET Conference & Expo, LinuxWorld Conference & Expo and Macworld Conference & Expo.

Online activities

IDG.net

Location: 501 Second St., San Francisco
President/Publisher: **Jeff Julian**
jeff_julian@idg.net, www.idg.net

Julian

IDG.net is the IDG Online Network, one of the world's largest networks of technology-specific Web sites. Accessible to readers via the Web site www.idg.net, IDG.net comprises more than 270 IDG Web sites in 70 countries worldwide, including the *Computerworld/InfoWorld*, *Network World* and *PC World* product families. IDG.net serves the needs of technology decision-makers across the globe by providing local content, personalization, search, product information and up-to-the-hour technology news and analysis. IDG.net is powered by one of the world's only global IT news organizations, which has 2,000 journalists in 80 countries reporting from every continent in the world.

ITworld.com

Location: 118 Turnpike Road, Southborough, Mass.
President/CEO: **Bill Reinstein**
bill_reinstein@itworld.com, www.itworld.com

Reinstein

ITworld.com is an online publisher of news, educational content and broadband interactive media for the IT community. As a producer of daily IT news, dozens of topic-specific newsletters, leading IT white papers, and a wide variety of Webcast programs, ITworld delivers measurable, performance-based results for marketers by building customized lead-generation programs around the distribution of content. At the core of ITworld.com lies the ITwebcast™ broadband interactive marketing platform: a suite of fully integrated production, hosting and audience development services that bring webcast marketing to a new level. ITworld has established partnerships with CXO Media, INC, InfoWorld, IDC, Fast Company, Network World and PC World in order to bring broadband programming to these audiences.

Publish Media LLC

Location: 462 Boston St., Topsfield, Mass.
President/CEO: **Barry Harrigan**
bharrigan@publish.com, www.ebusinessca.org

Harrigan

Publish Media, LLC supports professionals charged with defining, executing and managing e-business initiatives through the e-Business Communication Association (eBCA), a global membership organization dedicated to facilitating an effective exchange of e-business knowledge and information. The eBCA transcends all industries and country borders, uniting e-business professionals from around the globe in the collective pursuit and exchange of best practices and effective e-business strategies. Resources include strategic information, expert advice, professional networking opportunities, best practice exchanges and guidance in professional development. Member services and programs address e-Strategy, IT Management, e-Marketing, Knowledge Management, CRM, e-Commerce, e-Publishing and Supply Chain Management.

Research

IDC

Campbell

Location: 5 Speen St., Framingham, Mass.
President/CEO: **Kirk Campbell**
kcampbell@idc.com
www.idc.com

IDC is the foremost global market intelligence and advisory firm helping clients gain insight into technology and e-business trends to develop sound business strategies. Each year, IDC devotes more than a million analyst hours to monitoring, measuring and analyzing, and forecasting the size and shape of the information technology (IT), communication, Internet and e-business markets.

Using a combination of rigorous primary research, in-depth analysis, and client interaction — including more than 350,000 end-user surveys, more than 4,000 vendor briefings, in-depth competitive analysis, broad technology coverage and high-level market analysis — IDC forecasts worldwide markets and trends to deliver dependable service and client advice. IDC's clients include more than 90% of U.S. investment banks and leading global financial firms as well as the world's leading IT suppliers, IT organizations and e-business companies. IDC studies local and regional markets "on the ground," with more than half of its 700+ analysts working outside the U.S. This coverage helps IDC understand the nuances of local country markets as a component of the global IT industry. IDC's products and services range from subscription-based research and custom research and consulting to telebriefings and conferences.

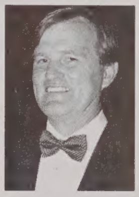
Additionally, the company hosts dozens of conferences, events and telebriefings throughout the year and around the world. Its flagship conference, Directions, examines the industry's hottest trends. More information can be found at www.idc.com.

Venture capital

IDG Ventures

Kenealy

Greeley



Smart

Zhou

U.S.
650 California Street, 24th Floor, San Francisco
Managing General Partner: **Patrick Kenealy**
www.idgventures.com
Founded: 1996

One Exeter Plaza, Boston
Managing General Partner: **Michael Greeley**
Founded: 2001

Europe
Sixth floor, 2 Cavendish Sq., London W1G 0PD, U.K.
Managing General Partner: **Chris Smart**
www.idgve.com
Founded: 2000

China
(Beijing headquarters)
Room 616, Tower A, COFCO Plaza
8 Jianguomennei Dajie, Beijing 100005, PRC
Managing Director: **Quan Zhou**
quan_zhou@idgvc.com
www.idgvc.com
Founded: 1992

IDG Ventures is a venture capital firm investing in and helping entrepreneurs grow innovative information technology companies on a global basis. It accelerates the growth of its portfolio companies by drawing on the expertise of its partners and the resources of International Data Group, a limited partner. This combination of experience and resources accelerates growth and reduces early-stage risk.

IDG's 10 Corporate Values: uniting diversified business units around the world

IDG business units have practiced the principles contained in the company's 10 corporate values since IDG Chairman **Pat McGovern** founded the company in 1964. A plaque showcasing the corporate values is displayed in every IDG office worldwide. In McGovern's words: "They reflect our commitment to our mission, our attitude toward our customers and our team and our organizational style."

1. To remain dedicated to our mission of providing exceptional information services on information technology.

2. To show respect for the dignity of each individual.

3. To invest in our people through training and career development.

4. To produce products of the highest quality.

5. To provide excellent customer service.

6. To keep close to our customers and qualified prospects.

7. To be responsive to changes in the marketplace.

8. To keep our corporate staff lean.

9. To encourage autonomy through locally managed business units.

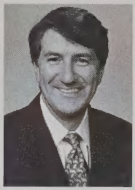
10. To foster an action-oriented "let's try it" attitude.

Support Service Business Units

IDG Corporate Support Center

Location: One Exeter Plaza, Boston
Chairman: **Pat McGovern,** patmcgovern@idg.com
President & CEO: **Kelly Conlin**, kelly_conlin@idg.com
www.idg.com

McGovern


Conlin

Provides the market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably and achieve IDG's overall goals.

- **Chairman's office**

The chairman's role is to champion the company's mission, values and culture. The chairman assists the business units with the long-term corporate strategy and acts as a missionary searching for new market opportunities that fit IDG's goals.

- **President & CEO's office**

The president's office focuses on issues related to the execution of IDG's mission and strategy. Each of the business unit leaders report to the Executive Committee through the president's office, and decisions related to business unit management and performance are delivered by the president. As part of this mission, the president serves as the advocate for the point of view of IDG's customers in decisions made by the Executive Committee, both in evaluating new business initiatives and in creating new business units. In addition, along with other members of the Executive Committee, the president's office ensures that the Corporate Support Center is an effective network hub for sharing skills and best practices for all domestic and international business units, providing start-up and ongoing support to all business unit managers.

- **Corporate Services**

VP/Corporate Services: **Marion Kibbee**, marion_kibbee@idg.com
Corporate Services is the primary IDG operating source to provide support for all IDG management meetings for worldwide, regional, Operating Review Boards and Executive Commitee monthly meetings along with setting the annual calendar that supports these meetings. All monthly commentary reports are filtered through this office and posted to the Commentary Database for review by IDG's global management team. This group is the "behind the scenes" support for the team at One Exeter Plaza handling all reception, telephone, mailroom, library and facility functions. IDG Travel Services reports to this office and works in close collaboration with our meeting and housing requirements to ensure we get the best value for IDG's meeting and travel expenditures.

- **Corporate Communications**

Manager, **Sarah Hansen,** sarah_hansen@idg.com
The Corporate Communications Office works with every business unit worldwide to promote and publicize news and information to the media and employees about IDG's current activities, goals and strategies. The Corporate Communications Office is responsible for coordinating the latest information with each business unit's PR or marketing staff and manages the media activities of Chairman Pat McGovern and President & CEO Kelly Conlin. In conjunction with promoting the IDG brand, the department is accountable for several marketing initiatives, including maintaining the official IDG logos and corporate information, the annual IDG media kit and the IDG Corporate Video.

- **Corporate Accounts**

Senior VP: **Frank Cutitta**, frank_cutitta@idg.com
The IDG Corporate Accounts position essentially serves as global brand evangelist at IDG headquarters. Responsibilities include speaking and writing opportunities related to domestic and international initiatives and corporate credentials, as well as cross-cultural aspects of doing business globally from the IDG perspective. The major focus of the position is to drive incremental business both in the U.S. and globally by drawing from the resources of all IDG divisions (research, expo, media). Recent projects have included the CW/IFW combo program known as The Enterprise Weekly (aka Best of Both Worlds); the 26-country Best Places to Work in IT Globally; a new pan-IDG leads-generation program in the U.S.; spearheading the IDG Global Media Gallery; and consulting on globalization of ITworld.com Wecasts.

- **Corporate Finance**

Vice President/Finance: **Jim Ghirardi**, jim_ghirardi@idg.com
The Corporate Finance Group is responsible for external financial liaison including monitoring the managers of IDG's equity portfolio and interacting with the investment banking community. Additionally, Corporate Finance monitors IDG's significant competition and maintains current data with regard to each competitor. The group is also responsible for reviewing business proposals, including equity investments, joint ventures and mergers and acquisitions from both internal and external sources.

IDG Asia/China - U.S. Office

Shong

Location: 1499 Huntington Dr., Suite 500, S. Pasadena, Calif.
Managing Director: **Hugo Shong**
hugo_shong@idg.com

Offers consultancy, research, custom publishing, direct marketing and media monitoring production and translation services for companies advertising in various Asian countries. Works closely with directors of national accounts in the U.S. to help IDG's major clients with marketing planning and programs. IDG Asia also works closely with business units in Asia to grow their revenues by introducing clients to them for ad campaigns or for participation in their trade shows. The group also helps to launch new IT-related publications or tradeshows in Asian countries, or consumer publications and tradeshows, particularly in China, such as *Cosmopolitan China* magazine and COSMO Shows.

IDG Communications

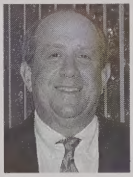
Kelly

Locations: 492 Old Connecticut Path, 2nd floor, Framingham, Mass.
501 2nd St., Suite 114, San Francisco
President: **Joan Kelly**, joan_kelly@idg.com

IDG Communications is the national sales network for the IDG's U.S. publications. Its mission is to increase revenue across all IDG business units, increase customers' satisfaction and loyalty, and help customers build and maintain a significant business relationship with IDG. The on-line sales group and the business development sales team work in conjunction on IDG's top accounts and work collaboratively with each of the U.S. publications' sales team to develop strategies for each account.

IDG Corporate Services Group

Location: 5 Speen St., Framingham, Mass.
VP, Corporate Controller & Treasurer: **Ted Bloom**
ted_bloom@idg.com
www.idgcsg.com


Bloom

- **Office Services**

Office Services Manager: **Lucy Sheehan**

Supports IDG's Framingham offices and the regional sales offices in Atlanta; Des Plaines, Ill.; Dallas; Irvine, Calif.; and Paramus, N.J. The team implements general policies and procedures, facilitates communications, orchestrates moves, negotiates leases, oversees environmental programs and maintains and manages the IDG warehouse and its database. Sheehan individually provides facilities managment and budget oversight for IDG's regional sales offices.

- **Accounting**

Corporate Controllers: **Nancy Sheehan** and **Sally Reinfeld**
Responsible for establishing and monitoring IDG's accounting policy and procedures to safeguard the assets of IDG. This centralized group is responsible for processing financial transactions for IDG's U.S. operations and assisting the presidents, publishers and financial managers in business-related decision making.

- **Credit**

Credit Manager: **Amy Hanania**
Manages and protects the company's investment in accounts receivable through credit analysis and cash collections. Provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The primary function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Staff is responsible for handling accounts receivable for specific business units.

- **Financial Reporting & Budgeting**

Manager: **Steve Pelosi**
Responsible for coordinating IDG's monthly financial reporting and the annual budget process. In addition, the group provides information with respect to the ongoing operational and financial performance of worldwide operations through P&L and statistical analysis. The department prepares monthly financial information including 30-60-90 forecasts for review by the IDG Executive Committee. The group also provides financial support to IDG's domestic and international business units.

- **Tax**

VP, Corporate Tax: **Jayne Enos**
Serves all of IDG's operating units, in and outside the U.S., and is responsible for preparing and filing all federal and state corporate income returns. Responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports.

- **Information Systems**

Director of IS: **Nancy Newkirk**
Responsible for creating and maintaining systems and software to allow easy and efficient information gathering and sharing between business units and IDG's administrative units. Develops and supports various systems that track financial information such as billing, receivables, accounts payable, budgets, forecasts and general ledger for the IDG business units and U.S. operations. The IS group interacts with business units to create and maintain the communication links necessary for these systems and for e-mail. They provide support for the local-area networks, desktop systems, Internet access and Lotus Notes applications for the Corporate Services group, the HR group and the Corporate Support Center in Boston. They work closely with Global Communications group to maintain the global e-mail and Lotus Notes network.

IDG Corporate Human Resources

Location: 5 Speen St., Framingham, Mass.
VP, Human Resources: **Karen Budreau**
karen_budreau@idg.com

Budreau

- **Corporate Benefits**

Manager: **Cheryl Talamini**
The Corporate Benefits Department provides service and support to all IDG's US operations. They are responsible for the implementation, management and compliance of all corporate benefit plans, programs and procedures. Benefits in this group include Medical, Life, Retirement, Disability, Workers' Compensation and various work/life programs. The group works very closely with line HR and offers assistance to respond to employee questions, concerns and/or needs.

- **Corporate Compensation**

Manager: **Annelise Fortier**
The Corporate Compensation department provides service and support to all of IDG's U.S. operations. It is responsible for managing the annual salary planning and approval process. It provides information and guidance to the Line HR regarding general compensation issues, market research, incentive compensation and reward programs (including sales compensation), IDG Survey Titles codes, and Fair Labor Standards Act interpretation. It also manages the compensation packages for all executives worldwide.

- **Corporate HR Information Systems (HRIS)**

Manager: **Julie Boudreau**
The Corporate Human Resources Information Systems department is responsible for the support and maintenance of all HR systems and interfaces. They recommend, plan and implement improvements, enhancements and new applications to automate both HR and employee processes. These systems include PeopleSoft HR, ADP Payroll and the internal employee website "IDG Employee Connection" (https://hr.idg.com).

- **Corporate Payroll**

Manager: **Debbie Sobin**

The Corporate Payroll Department provides service and support to all IDG's U.S. operations. It is are responsible for the processing and distribution of payroll for all domestic U.S. business units. It is responsible for all payroll tax compliance on the federal, state and local level.

- **Corporate Recruiting**

Manager: **Susan Brown**

The Corporate Recruiting department provides service and support to all of IDG's US operations. It is responsible for recruiting at all levels and manage all aspects of the recruiting process. It explores, introduces, and maintains alternative recruiting packages, including the Fluegelman and INROADS internship programs, in addition to providing career development assistance.

- **Human Resources Services Division** (HRSD)

Director of HRSD East: **Julie Lynch,** 5 Speen St., Framingham
Director of HRSD West: **Sue Murphy**, 301 Howard Street
c/o Mac Publishing, San Francisco

Provides HR services on an annually contracted basis to the East and West coast business units in the U.S. that do not have their own, on-staff HR department. Each client business unit is assigned an HR representative who provides cost-effective, creative management solutions to the human resources challenges facing each organization. Some of these services include: recruiting, new employee orientation and assimilation, employee relations, performance management, organizational development, management consulting, compensation planning and administration, benefits counseling, HR administration and legal compliance. HRSD East also manages the Training & Development department.

- **Corporate Training & Development**

Manager: **Connie Raleigh**

Provides management, professional and corporate development programs to IDG employees, and is responsible for the development and implementation of IDG training and development course calendars, which offer a variety of professional, management and life-balance courses. The department also houses *Training To Go*, a resource library including books, audio, CDs and other development resources. IDG Training & Development is responsible for a variety of corporate programs, including the IDG Global Media Institute, the U.S. and European Media Management Institutes and the Management Excellence Program.

IDG Travel and Housing Services

Locations: 500 Old Connecticut Path, Framingham, Mass.; 501 Second Street, San Francisco
Director: **Lyndsey Pomella**
lyndsey_pomella@idg.com

Pomella

Oversees and manages IDG's travel with locations in San Francisco and Framingham. Responsibilities include negotiations of airline, car, hotel and ground transportation contracts with IDG's preferred vendors, implementation of IDG's Corporate Travel policy, and most recently, becoming IDG's preferred housing bureau.

IDG Travel Services assists with meeting planning, attrition and cancellation negotiations, and provides final signature on meeting contracts to ensure maximum savings have been achieved and all pertinent legalities are included in contracts. IDG Travel Services anages a meetings database tracking hotel meeting expenditures, and manages both the corporate credit card program and the twentieth anniversary trip arrangements, and is responsible for timely resolution of all travel-related issues.

IDG Global Communications

Location: 155 Bovet Road, San Mateo, Calif.
President: **Jeff DeBalko,** jeff_debalko@idg.com

DeBalko

IDG Global Communications provides technology solutions to IDG worldwide and its individual business units. Business unit services include Web development, colocation, infrastructure management, e-mail services, Internet access, help desk/end-user support, consulting and IT strategy. Services provided to IDG worldwide include management of global e-mail and address book (idg.com), management of the global Lotus Notes network, development, management and marketing of corporate Web sites (idg.com, idgcentral.com, idgcia.com) and customer Web sites (myIDG.com). IDG Global Communications negotiates and manages global technology agreements on behalf of IDG with partners such as Microsoft, UUNet, Cisco, WorldCom, IBM and others leveraging IDG's global buying power to provide IDG business units with lower pricing and higher levels of service. IDG Global Communications also provides global customer service to IDG customers through their Internet and call center-based resources.

IDG Global Solutions

Locations:
- 29/31 Kingston Road, Staines, Middlesex, U.K.
- 80 Marine Parade Road, Singapore
- 500 Old Connecticut Path, Framingham, Mass.
- 501 2nd Street, Suite 114, San Francisco
- Also offices in: France, Germany, the Netherlands, Miami, Hong Kong, Tokyo, Seoul, Taipei, Beijing

U.S./EMEA President: **John O'Malley**, john_omalley@idg.com
Asia President: **John Tan**, johntan@idg.com.sg

O'Malley

IDG Global Solutions helps the industry's leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. IDG's diverse portfolio of global partnership services includes customized research, customized publishing, targeted conferences and seminars, and direct response tools.

Tan

Week of February 4, 2002

Editorial Assistant (BIO)

Bio-IT World has an exciting opportunity for a talented Editorial Assistant to provide editorial and administrative support to the editorial staff of a start-up monthly publication -- Bio-IT World. Editorial assistant duties include fact checking and research, assisting and supporting editorial staff, writing occasional pieces for print and web, and answering reader and PR inquiries. This position requires initiative, superior follow through skills, a high degree of professionalism, as well as excellent organizational and time management skills. Candidate must be detail-oriented, flexible and a team player, with the ability to work independently. The qualified candidate will possess proven administrative experience, loads of energy, and an interest in the biotechnology and/or computer industry. Knowledge of Microsoft Word, Lotus Notes, e-mail and on-line technologies is a plus. ***Location: Framingham - MA***
Contact: J. Snow, Fax: 508-935-4600, Email: jennifer_snow@idg.com

Assistant Manager, Retention Marketing (PCW)

PC World is looking for an Assistant Manager, Retention Marketing to join their Consumer Marketing team. This person will be responsible for managing all areas of fulfillment, billing and renewals for Macworld magazine. Qualified candidates should have a minimum of 2 years experience in magazine circulation with knowledge of fulfillment, billing and renewal marketing. Must have strong analytical and computer skills with PC Microsoft Excel and Word. Must be detail-oriented and have strong organizational skills. ***Location: San Francisco - CA***
Contact: L. Radler, Fax: 415-882-0936, Phone: 415-975-2643, Email: lisa_radler@pcworld.com

Online Advertising Director, Eastern Region (IFW)

As a primary driver of InfoWorld Media Group's online revenue growth, the Online Advertising Director for the Eastern Region is responsible for managing key account relationships and working with the online sales manager and sales associate for the region to grow the base of customers. Additionally, driving the integration of online advertising offerings within each sales proposal by coordinating with the regional sales managers in the region is critical. Also, collaboration with IDG Communications sales teams and other IDG business unit online sales teams is central to the role. Must be a team player, problem solver and sales driver with a minimum of five years sales experience in selling online advertising programs.
Location: Paramus - NJ
Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Account Manager (ITC)

IDG Recruitment Solutions is seeking an account manager to support the mid-western and western sales territories. Job responsibilities include pursuing all advertising opportunities through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals and to service and maintain all advertising after the sale is made and to develop relationships with agencies in the territory. A clear understanding of the recruitment-advertising field, computer industry knowledge and a 1-3 year's inside/outside advertising sales experience are a must for this position. In addition, this person must have excellent communication, organizational, presentation, and negotiation skills. ***Location: San Mateo - CA***
Contact: L. Hess, Fax: 415-243-3694, Email: lisa_hess@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG International Publishing Services

Hill

Location: 3 Post Office Square, 4th Floor, Boston
President/CEO: **David Hill,** david_hill@idg.com

- **Licensing:**
  VP, Licensing: **Tim Clarke**

Supports and expands IDG's existing licensing relationships around the world by providing licensees access to the broad range of IDG resources. In markets where IDG titles are not yet produced, the staff seeks licensing relationships for IDG with strong local publishers as those markets become large enough to support one or more IDG products.

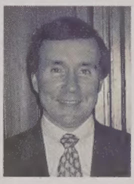
- **IDG News Service**
  Editor-in-Chief: **Elizabeth Heichler**

Each week more than 500 stories generated by participating IDG publications and an international network of News Service correspondents are available online to publishing business units worldwide. News Service editors edit and post copy to the News Service 24 hours a day from news desks in the U.S., Europe and Asia six days per week.The IDGNS feed is available via the corporate Lotus Notes network or on a private, password-protected Web site, IDGNS.com. In addition to daily reporting from key IT markets worldwide, correspondents are available to all IDG publications for special reporting projects such as helping produce global supplements or adding international reporting to staff written stories.

- **IDG World Update**
  Co-editors: **Patricia Smith**, **Penny Winn**
  www.idgworldupdate.com

Works with IDG's worldwide business units to gather , write and distribute news, feature stories and best practices about IDG and IDG employees via a weekly newsletter available in print and online.

IDG Legal Department


Krull

Location: 5 Speen St., Framingham, Mass.
VP, Business Operations, Legal Affairs: **Kevin Krull**
kevin_krull@idg.com
Manager, Legal Affairs: **Miriam Karlin**
miriam_karlin@idg.com

Manages the legal affairs of IDG and its U.S. business units. Coordinates with outside counsel involved in litigation, contract negotiation and acquisitions and closely monitors and controls outside legal fees. Searches, registers and renews trademarks for IDG and its subsidiaries, maintains a worldwide trademark database and domain name database and manages all routine corporate legal compliance. The legal department also monitors for infringements of IDG's intellectual property portfolio. Finally, the legal department reviews all leases for U.S. business units and maintains a database of the leases.

IDG List Services

Goldstein

Location: 492 Old Connecticut Path, Framingham, Mass.
President: **Deb Goldstein**, deb_goldstein@idg.com
www.idglist.com

A full-service direct response partner offering list management, brokerage and e-mail newsletter sponsorships that specializes in the computer-related/IT market. List management handles 37 postal list and 28 e-mail lists for IDG as well as four outside lists. List brokerage provides a strategic partnership to mailers that includes list research, direct mail consulting and order processing. It also sells e-mail newsletter sponsorships for *InfoWorld*, *PC World* and eBCA to the direct response industry. It is also a centralized service that provides list information and advice and fosters negotiations among all the IDG business units. IDG List Services is the leader for the IT market in the direct response community.

IDG Recruitment Solutions

Crowley

Location: 155 Bovet Road, , San Mateo, Calif.
VP/General Manager: **Janis Crowley**
janis_crowley@itcareers.net

IDG Recruitment Solutions is the recruitment advertising network for *InfoWorld*, *Network World*, *Computerworld*, *CIO* and *Darwin*, both print and online. With a readership audience of more than 2.4 million, these products have become the preferred source of industry information, where IT professionals turn first for news and commentary to help them make informed buying decisions, and now, employment decisions.

IDG Research Services Group

Dinneen

Location: 492 Old Connecticut Path, Framingham, Mass.
President: **Kathy Dinneen**, kathy_dinneen@idg.com

- ***Custom Research Services***

Offers expertise in the design, conduct and analysis of quantitative and qualitative research studies for clients in the publishing, advertising, exposition, and information technology industries. The company uses various methodologies — including mail, telephone, the web, focus groups, and personal interviews — to meet its clients' research objectives. Types of studies conducted by IDG Research Services Group include editorial readership studies, subscriber profile studies, brand awareness/advertising recall tracking studies, corporate image surveys, technology adoption/usage surveys, product concept testing, employee opinion surveys, customer satisfaction surveys and more. This research is used by IDG Business units and their customers for a variety of purposes such as marketing communications, sales, product development and strategic planning.

- ***Syndicated Research Services***

Offers full consulting services in the evaluation and use of syndicated media studies. In addition, the group offers a workshop to train publishing staffs how to use syndicated studies effectively.

- ***Business Intelligence***

Offers a wide array of Business Intelligence services. For IDG business units, this group offers: advertising tracking and analysis, competitive intelligence collection and analysis, as well as IT industry-related research on vendors and markets. IDG's publishing companies use this type of information for strategic planning and sales/marketing-related purposes. Also produces the IDG Competitive Newsletter and maintains a number of information resources on the IDG CIA Web site (www.idgcia.com).

IDG's Executive Committee

*The IDG Executive Committee is the management committee charged with monitoring the day-to-day operations of IDG. The committee approves annual budgets and provides business guidance, advice, counsel and encouragement to IDG business units worldwide. The committee is composed of (l-r): VP/Corporate Services **Marion Kibbee**, VP/Treasurer/Corporate Controller **Ted Bloom**, President & CEO **Kelly Conlin**, Chairman **Pat McGovern**, VP/Business Operations **Kevin Krull** and (not shown above) VP/Finance **Jim Ghirardi**.*

Online employee resources

IDG Central

IDG Central (http://www.idgcentral.com) is the password-protected intranet for all IDG employees worldwide. It includes resources such as these sections:

- Company News and Information. Access to the employee newsletter, IDG World Update, the IDG Directory (for employee and business unit contact information) and IDG press releases.
- Corporate Communications. Includes company logos, press boilerplate and presentation templates.
- Human Resources. Links to the HR intranet for U.S. employees, https://hr.idg.com.
- Global Product Line Information.
- Technology information via inks to ITworld.com, the IDG News Service, and IDG.net
- Links to IDG's Customer Intelligence Agent, www.IDGcia.com, with numerous sales and marketing tools.

InsideIDC.com

A password-protected intranet exclusively for IDC employees, InsideIDC.com is a collection of more than 25 individual sites created and maintained by various functional groups within IDC, among them Sales and Marketing, Services, Publishing, Research, Finance, Information Technology, the IDC Library and Human Resources. The site has more than 100 content contributors and offers access to more than 2,500 pages of content. Among the resources:

- Worldwide employee phone book
- Conference room scheduler for Framingham, Mass., office
- Human Resources information
- Calendar of upcoming events
- Training and education opportunities
- Monthy highlights from IDC President & CEO **Kirk Campbell**
- Updates from each of IDC's functional groups

An index of IDG's global presence

The following index lists the countries in which IDG has a physical presence, either through an IDC office, an IDG World Expo office, an IDG Global Solutions (IGS) office, or an IDG publishing subsidiary or licensee. A small number of publications may be circulated beyond the countries in which they are based, but the regional circulation is not noted here. Publications listed are published at least twice yearly. IDC and IGS often conduct business in countries other than those in which they are based. Many business units organize their own local conferences, expos and other special events that are not under the auspices of an IDG World Expo office.

ARGENTINA

IDC

CW Communicaciones S/A (publishing subsidiary)

- *Computerworld Argentina*, www.computerworld.com.ar
- *e-Business & Telecoms*

Avenue S.A. (publishing licensee)

- *PC World Argentina*, www.pcworld.com.ar

AUSTRALIA

IDC

IDG Communications Pty Ltd, www.idg.com.au (publishing subsidiary)

- *Australian PC World*, www.pcworld.idg.com.au
- *Australian Biotechnology News* (March 2002 launch planned)
- *Australian Reseller News*, www.arnnet.com.au
- *Channel X*
- *CIO*, www.cio.com.au
- *Computerworld Australia*, www.computerworld.com.au
- *Information Age*, www.infoage.idg.com.au
- *Computerworld Antarctica*, http://antarctica.computerworld.com (online only)

Niche Media Pty Ltd (publishing licensee)

- *Australian Macworld*, austmacworld.com.au

AUSTRIA

IDC

IDG Communications Verlags GesmbH www.idg.at (publishing subsidiary)

- *ComputerPartner Austria*, www.computerpartner.at
- *Computerwelt*, www.cwelt.at

BANGLADESH

Information Services Network, Ltd., www.bangla.net (publishing licensee)

- *PC World Bangladesh*, www.bangla.net/pcwbd

BELARUS

ZAO Komputerny Mir (publishing licensee)

- *PC World Belarus*, www.pcworld.by

BELGIUM

IDC

Dogon S.A., www.internetaddict.be (publishing licensee)

- *Network & Telecom*
- *PC World Belgium*

BRAZIL

IDC

IDG Computerworld do Brazil, www.idg.com.br (publishing subsidiary),

- *Business Standard*, www.thestandard.com.br
- *Computerworld Brazil*, www.computerworld.com.br
- *PC World Brazil*, www.pcworld.com.br
- *Publish Brazil*, www.publish.com.br
- *Solutions Integrator Brazil*, www.solutionsintegrator.com.br
- *World Telecom Brazil*, http://worldtelecom.idg.com.br/wt/

BULGARIA

IDG Bulgaria Ltd., www.idg.bg (publishing subsidiary)

- *Computerworld Bulgaria*, www.computerworld.bg
- *Information Technologies in Banking*
- *Network World Bulgaria*
- *PC World Bulgaria*, www.pcworld.bg

CANADA

IDC

IT World Canada, Inc., www.itworldcanada.com (joint venture)

- *CIO Canada*, www.itworldcanada.com/cio
- *CIO Governments' Review*, www.itworldcanada.com/lac
- *Computerworld Canada*, www.itworldcanada.com/cw
- *CxO.ca*, www.cxo.ca
- *Network World Canada*, www.itworldcanada.com/nw

CHILE

IDC

Publicaciones en Computacion, Ltda. (publishing licensee)

- *Computerworld Chile*, www.cworld.cl
- *PC World Chile*, www.pcworld.cl

COLOMBIA

IDC

Inviarco Ltda. (publishing licensee)

- *Computerworld Colombia*, www.computerworld.com.co

PC World Latin America (Miami-based publishing subsidiary)
www.pcwla.com

- *PC World Colombia*

COSTA RICA

Trejos Hermanos Sucesores, S.A. (publishing licensee)
www.micomputerworld.com

- *Computerworld Central America*
- *PC World Centro America*

CROATIA

IDC

CZECH REPUBLIC

IDC

IDG Czech, a.s., www.idg.cz (publishing subsidiary)

- *Business World*, www.businessworld.cz
- *Computerworld*, www.cw.cz
- *GameStar*, www.gamestar.cz
- *LinuxWorld Czech*, www.linuxworld.cz (online only)
- *PC World Czech*, www.pcworld.cz

DENMARK

IDC

IDG Danmark A/S, www.idg.dk (publishing subsidiary)

- *Computerworld Danmark*, www.computerworld.dk
- *it-branchen*, www.itbranchen.dk
- *JobWorld*, www.jobworld.dk
- *PC World Danmark*, www.pcworld.dk
- *Teknik & Net*

ECUADOR

Ediworld, S.A. (publishing licensee)

- *Computerworld Ecuador*, www.computerworld.com.ec
- *PC World Ecuador*, www.pcworld.com.ec

EGYPT

International Business Associates Group (publishing licensee)

- *Electronica*, www.electronicaegypt.com
- *PC World Egypt*, www.pcworld.com.eg

FINLAND

IDC

Talentum Media Oyj www.talentum.fi (publishing licensee)

- *MikroPC*, www.mikropc.fi
- *Tietoviikko*, www.tietoviikko.com

FRANCE

IDC

IDG Global Solutions

IDG Communications S.A., www.idgweb.net (publishing subsidiary)

- *Distributique*, www.distributique.com
- *Le Monde Informatique*, www.weblmi.com
- *Reseaux & Telecoms*, www.reseaux-telecoms.net

IXO Publishing (publishing licensee)

- *Univers Macworld*, www.macworld.fr

Groupe Teste (licensee for ad sales only)

- *L'Ordinateur Individual*, www.01net.com/ordinateurindividuel
- *Micro Hebdo*, www.01net.com/microhebdo

GERMANY

IDC

IDG Global Solutions

IDG World Expo Germany

Computerwoche Verlag GmbH, www.cwverlag.de (publishing subsidiary)

- *CIO Germany*, www.cio-media.de
- *Computer Partner*, www.computerpartner.de
- *Computerwoche*, www.computerwoche.de
- *Computerwoche Young Professional*, www.youngprofessional.de
- *Freiberufler Info*, www.freiberufler.de
- *NetworkWorld Germany*, www.networkworld.de

IDG Magazine Verlag Gmbh, www.idgnetworks.de (publishing subsidiary)

- *Gamestar*, www.gamestar.de
- *Macwelt*, www.macwelt.de
- *PC Welt*, www.pcwelt.de
- *tecChannel*, www.tecchannel.de

GREECE

Hyperpress SA (publishing licensee)
- *GamePro Greece*, www.gamepro.gr

HONG KONG

IDC
IDG Global Solutions
IDG World Expo/Asia
IDG Communications (HK) Ltd., www.idg.com.hk (publishing subsidiary)
- *Computerworld Hong Kong*, www.cw.com.hk/cw

HUNGARY

IDC
IDG Hungary Kft., www.idg.hu (publishing subsidiary)
- *Computerworld Szamitastechnika*, www.szamitastechnika.hu
- *Gamestar*, www.gamestar.hu
- *PC World Hungary*, www.pcworld.hu

ICELAND

Heimur hf., www.heimur.is (publishing licensee)
- *Tolvuheimur/PC World Iceland*

INDIA

IDC
Technology Media Group Pvt., Ltd. (publishing licensee)
- *CIO India*, www.cioindia.com

INDONESIA

IDC
PT Prima Infosarana Media (publishing licensee)
- *InfoKomputer/PC World Indonesia*, www.infokomputer.com

IRAN

Group of Scientific and Research Publications (publishing licensee)
- *PC World Iran*, www.gsrp-fair.com

IRELAND

Scope Communications Group, www.techcentral.ie (publishing licensee)
- *ComputerScope*, www.techcentral.ie/cscope
- *PC Live! Ireland*, www.techcentral.ie/pclive
- Nua Internet Surveys, www.nua.com (online only)

ITALY

IDC
IDG Communications Italia Srl., www.idgworld.it (publishing subsidiary)
- *Computerworld Italia*, www.cwi.it
- *Macworld Italia*, www.macworld.it
- *Network World Italia*, www.nwi.it
- *PC World Italia*, www.pcw.it

JAPAN

IDC
IDG Global Solutions
IDG Japan, Inc., www.idg.co.jp (publishing subsidiary)
- *CIO Japan*, www.idg.co.jp/cio
- *Computer Graphics World Japan*, www.idg.co.jp/gw
- *Computerworld Today*, www.computerworld.jp (online only)
- *Enterprise Servers World Japan*, http://direct.idg.co.jp/detail_1.msp?id=602
- *Java World Japan*, www.idg.co.jp/jw
- *LinuxWorld*, www.idg.co.jp/lw
- *Sunworld Japan*, www.idg.co.jp/sw
- *Windows 2000 World*, www.idg.co.jp/w2000

KENYA

Personal Computer World (publishing licensee)
- *PC World East Africa*

LATVIA

Data Media Group (publishing licensee)
- *e-pasaule*, www.dtnet.lv

LEBANON

Nahas Publishing House (publishing licensee)
- *GamePro Middle East*

LITHUANIA

Magazine Kompiuterija (publishing licensee)
- *Kompiuterija/PC World Lithuania*, www.kompiuterija.lt

MALAYSIA

IDG Communications (S) Pte. Ltd. (publishing subsidiary)
- *Computerworld Malaysia*, www.computerworld.com.my

Communications Resources Private, Ltd. (publishing licensee)
- *PC World Malaysia*, www.pcw.com.my
- *The Web Malaysia*

MALTA

Business Marketing Services, Ltd. (publishing licensee)
- *PC World Malta*, www.bms.com.mt/pcworld

MEXICO

IDG Mexico S.A. de C.V. (publishing subsidiary)
- *Computerworld Mexico*

Ediworld S.A. de C.V. (publishing licensee)
- *PC World Mexico*, www.pcworld.com.mx
- *InfoWorld Mexico*

MOROCCO

Info Magazine/PC World Morocco (publishing licensee)
- *InfoMagazine/PC World Morocco*, www.infomagazine.ma

MYANMAR

Today Publishing House Ltd. (publishing licensee)
- *PC World Myanmar*

NEPAL

MD Publishing (publishing licensee)
- *PC World Nepal*

NETHERLANDS

IDC
IDG Global Solutions
IDG Communications, www.idg.nl (publishing subsidiary)
- *ComputerPartner*, www.computerpartner.nl
- *Computer! Totaal*, www.computertotaal.nl
- *Computer! Totaal Tips & Trucs*
- *InfoWorld Netherlands*, www.infoworld.nl
- *Infosecurity-Netherlands*, www.infosecurity.nl
- *LAN Internetworking Magazine*, www.lanmagazine.nl
- *Net Magazine*, www.netmagazine.nl

NEW ZEALAND

IDC
IDG Communications Ltd., www.idg.co.nz (publishing subsidiary)
- *CIO New Zealand*, http://cio.co.nz/
- *Computerworld New Zealand*, www.computerworld.co.nz
- *Internet Magazine*, www.netnow.co.nz.
- *New Zealand Reseller News*, www.resellernews.co.nz
- *PC World New Zealand*, www.pcworld.co.nz
- *unlimited*, www.unlimited.co.nz

NIGERIA

Microbyte International Nigeria Ltd. (publishing licensee)
- *PC World West Africa*, www.pcworldwestafrica.com (launch in Feb.)

NORWAY

IDG Communications Norge, www.idg.no (publishing subsidiary)
- *CAD/CAM World Norge*
- *Computerworld Norge*, www.computerworld.no
- *IT.bransjen*, www.itbransjen.no
- *IT Kurs*, www.itkurs.no
- *Nettverk & Kommunikasjon*, www.pcworld.no/nettverk
- *PC World Ekspress Norge*, www.pcworld.no/ekspress
- *PC World Norge*, www.pcworld.no
- *The Business Standard*, www.business-standard.no

PAKISTAN

OMAG Enterprises (publishing licensee)
- *Computerworld Pakistan*, www.pakworld.com/cw

PANAMA

Edicomputo, S.A. (publishing licensee)
- *PC World Panama*, www.pcworld.com.pa

PEOPLE'S REPUBLIC OF CHINA

IDC
China Computerworld Exhibition Dept.
IDG World Expo Beijing
IDG World Expo Shanghai
IDG Shenzhen (events)
IDG Ventures, www.idgvc.com
IDG China Co., Ltd. www.idgchina.com

IDG China works with numerous publishing partners in China and collectively they produce the following IT titles:
- *CEO & CIO*, www.ceocio.com.cn
- *China Computerworld*, www.computerworld.com.cn
- *China Internet Times*, www.ciworld.com.cn
- *China NetworkWorld*, www.cnw.com.cn
- *Computer Partnerworld*, www.cpw.com.cn
- *Digital Fortune*, www.digitalfortune.com.cn/digitalf.asp
- *Electronic and Computer Design World*, www.edw.com.cn
- *Electronics Products*, www.epc.com.cn
- *HomePC World*, www.homepcw.com.cn
- *PC World China*, www.pcworld.com.cn
- *Software*, www.yadown.com
- *Telecom World*, www.tele.com.cn

PERU

Empresa Editora El Comercio S.A., www.elcomercioperu.com.pe (publishing licensee)
- *Computerworld Peru*
- *PC World Professional Peru*, www.pcworld.com.pe
- *PC World (SOHO) Peru*

PHILIPPINES

IDC
WS Computer Publishing Corp., www.itnetcentral.com (publishing licensee)
- *Computerworld Philippines*, www.computerworld.com.ph
- *PC World Philippines*, www.pcworld.com.ph
- *The Web Philippines*, www.theweb.com.ph

POLAND

IDC
IDG Poland, S.A., www.idg.pl (publishing subsidiary)
- *Computerworld Poland*, www.computerworld.com.pl
- *CXO*, www.cxo.com.pl
- *Digit*, www.digit.pl
- *Home Video Magazine/DVD*, www.kinodomowe.idg.pl/
- *Networld Poland*, www.networld.com.pl
- *PC World Komputer*, www.pcworld.com.pl

PORTUGAL

IDC
Edicose Expansao Economica Lda. (publishing licensee)
- *Cerebro/PC World Portugal*, www.pcworld.iol.pt
- *Computerworld/Correio Informatico Portugal*, www.computerworld.iol.pt
- *Dealer World Portugal*
- *Network World Portugal*
- *Publish Portugal*

PUERTO RICO

Trejos Hermanos Sucesores, S.A. (Costa Rica-based publishing licensee)
- *Computerworld Puerto Rico*
- *PC World Puerto Rico*

ROMANIA
IDG Communications Publishing Group SRL, www.idg.ro (publishing subsidiary)
- *Computerworld Romania*, www.computerworld.ro
- *Network World Romania*, www.networkworld.ro
- *PC World Romania*, www.pcworld.ro

RUSSIA
IDC
Open Systems Publications, www.osp.ru (publishing licensee)
- *Computerworld Russia*, www.osp.ru/cw
- *Mir PK*, www.osp.ru/pcworld
- *Sety*, www.osp.ru/nets

SINGAPORE
IDC
IDG World Expo
IDG Communications (S) Pte. Ltd., www.idg.com.sg (publishing subsidiary)
- *CIO Asia & Hong Kong*, http://cio-asia.com
- *Computerworld Singapore*, http://computerworld.com.sg
- *SME IT Guide*, http://smeit.com.sg

Communications Resources Private Ltd. (publishing licensee)
- *PC World Singapore*, www.pcworld.com.sg

SOUTH AFRICA
IDC
Johnnic Publishing Ltd. (publishing licensee)
- *Computing SA*, www.computingsa.co.za
- *Network World SA*, www.networkworld.co.za
- *The Channel SA*, www.theweeklychannel.co.za

SOUTH KOREA
IDC
IDG Global Solutions
CIO Communications Inc. (publishing licensee)
- *CIO Korea*, www.ciokorea.com

Hi-Tech Information, (joint venture)
- *Hi-Tech Information*, www.hitech.co.kr

SPAIN
IDC
IDG Communications, S.A., www.idg.es (publishing subsidiary)
- *Computerworld España*, www.idg.es/computerworld
- *Communicaciones World España*, www.idg.es/comunicaciones
- *Dealer World España*, www.idg.es/dealer
- *Dealer World 15*, www.idg.es/dealer
- *i-world España*, www.idg.es/iworld
- *Macworld España*, www.idg.es/macworld
- *PC World España*, www.idg.es/pcworld

SWEDEN
IDC
IDG Sweden AB, www.idg.se (publishing subsidiary)
- *Biotech Sweden*, http://biotech.idg.se (April 2002 launch planned)
- *CAP & Design*, www.capdesign.idg.se
- *Computer Sweden*, www.computersweden.idg.se
- *CR Manager*, www.crm.idg.se
- *GamePro*, www.gamepro.idg.se
- Going2NewYork, www.going2newyork.com (online only)
- *Industry Standard Sweden*, www.standard.idg.se
- *Internetworld*, www.internetworld.idg.se
- *itaktier*, http://itaktier.idg.se (online only)
- *it.branschen*, www.itbranschen.idg.se
- *Linux World*, http://nok.idg.se/linux/
- *Macworld*, www.macworld.se
- *M3-Maxi Mobile Magazine*, http://m3.idg.se
- *MikroDatorn*, www.mikrodatorn.idg.se
- *Natverk & Kommunikation*, www.nok.idg.se
- *PC för Alla*, www.pcforalla.idg.se
- *Sakerhet & Sekretess*, http://sakerhet.idg.se

SWITZERLAND
IDG Communications AG, www.idg.ch (publishing subsidiary)
- *Computerworld Schweiz*, www.computerworld.ch
- *PC tip*, www.pctip.ch

TAIWAN
IDC
IDG Global Solutions
The Infopro Group, Inc. (publishing licensee)
- *CIO Infopro Weekly Taiwan*, cio.infopro.com
- *Computerworld Taiwan*, cw.infopro.com
- *PC World Taiwan*, pcworld.infopro.com
- *The New Economy*, neweconomy.infopro.com

THAILAND
IDC
Media Transasia Thailand, Ltd. (publishing licensee)
- *Thai Computerworld*

TURKEY
IDC
Globus Dunya Basinevi (publishing licensee)
- *Macworld Turkiye*, www.macworld.com.tr

IMG Bilisim Yayinlari, www.imgbilisim.com (publishing licensee)
- *ComputerLife*, www.cl.com.tr
- *GamePro Turkiye*, www.gamepro.com.tr
- *PC Life*, www.pclife.com.tr

UKRAINE
DECABRE Ltd. (publishing licensee)
- *Computerworld Kiev*, www.cw.comizdat.com

PC World Ukraine (publishing licensee)
- *PC World Ukraine*

UNITED ARAB EMIRATES
IDC
CPI, www.cpidubai.com (publishing licensee)
- *ComputerNews Middle East*, www.compnewsme.com
- *Network World Middle East*, www.cpidubai.com/cpi/nwme.htm
- *Reseller World Middle East*, www.cpidubai.com/cpi/rwme.htm

UNITED KINGDOM

IDC
IDG Global Solutions
IDG Ventures Europe, www.idgve.com
IDG Communications Ltd. (publishing subsidiary)
- *Digit,* www.digitmag.co.uk
- *Macworld,* www.macworld.co.uk
- *PC Advisor,* www.pcadvisor.co.uk

Reed Business Information Ltd., Reed Computer Group
www.reedbusiness.com (licensee; titles below affiliated with IDG sales only)
- *Ch@nnel 2001*
- *E-Business Review,* www.e-businessreview.co.uk
- *IT Today,* www.ittodaymagazine.com
- *MicroScope*

Reed Business Information Ltd. ,
www.reedbusiness.com (publishing licensee)
- *CW360,* www.cw360.com (online only)

UNITED STATES

International Data Group, Inc.,
www.idg.com
IDC, www.idc.com
IDG World Expo, www.idgworldexpo.com
IDG Communications, www.idgcia.com
IDG Global Communications, http://idgcentral.com
IDG Global Solutions
IDG International Publishing Services
IDG List Services, www.idglist.com
IDG Recruitment Solutions, www.itcareers.com
IDG Research Services Group
IDG Ventures, www.idgventures.com

Bio-IT World Inc.
- *Bio-IT World (March 2002 launch planned)*

Computerworld
- *Computerworld, www.computerworld.com*

Connell Communications
- *Video Event*
- *Cable in the Classroom,* www.ciconline.org
- *Practical Windows*

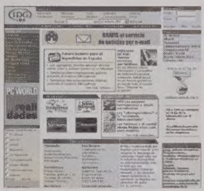
CXO Media, Inc.
- *CIO,* www.cio.com
- *Darwin,* www.darwinmag.com

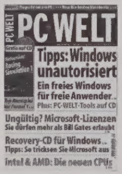
IDG Games Media Group
- *GamePro,* www.gamepro.com

IDG.net, www.idg.net
- JavaWorld, www.javaworld.com (online only)
- LinuxWorld, www.linuxworld.com (online only)

InfoWorld CTO FORUM

PC WORLD




PC WELT
Tipps: Windows unautorisiert
Ein freies Windows für freie Anwender...
Plus: PC-WELT-Tools auf CD
Ungültig? Microsoft-Lizenzen
Sie dürfen mehr als Bill Gates erlaubt
Recovery-CD für Windows...
Tipps: So tricksen Sie Microsoft aus
Intel & AMD: Die neuen CPUs

REDMOND INCRIMINATES USERS
InfoWorld
First look at Web services
the True Value of IT
Come online: The price is right

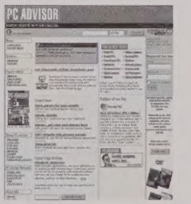
COMPUTERWOCHE
PC-Krise zwingt Dell zu Entlassungen

NetworkWorld seminars and events TECH UPDATE

itWorld Canada IDG CANADA

M3
PALM SPÄNNER MUSKLERNA

GameStar
Operation Flashpoint
Duke Nukem Forever
Prozessor-Power



CIO
100th

CXO
Chemia skóry i cztery media

IDG Recruitment Solutions

IDG GAMES MEDIA GROUP

InfoWorld Media Group
- *InfoWorld,* www.infoworld.com

ITworld.com
- www.itworld.com (online only)

Mac Publishing
- *Macworld,* www.macworld.com

Network World, Inc.
- *Network World,* www.nwfusion.com

PC World Communications
- *PC World,* www.pcworld.com

PC World Latin America (a division of IDG International Publishing Services)
- *PC World Latin America,* www.pcwla.com

Publish Media
- www.publish.com (online only)
- www.ebusinessca.org (online only)

VENEZUELA

IDC
IDG Comunicaciones C.A. (publishing subsidiary)
- *Computerworld Venezuela,* www.cwv.com.ve
- *CW Canales*

Grupo Editorial Producto (publishing licensee)
- *PC World Venezuela,* www.pcworld.com.ve

VIETNAM

IDC
IDG World Expo/Asia
Committee for Sciences and Technology (publishing licensee)
www.idgvietnam.com
- *PC World Vietnam*

YUGOSLAVIA

Mikro Knjiga Publishing Co. (publishing licensee)
- *Mikro-PC World Yugoslavia,* www.mikro.co.yu

ZIMBABWE

Multimedia Publications Pvt. Ltd. (publishing licensee)
- *InTerBusiness-PC World*

IDG business unit directories available

IDG
2002 Business Unit Directory

A limited quantity of the 2002 IDG Business Unit Directory is available from IDG International Publishing Services. The directory include the addresses and business unit president-level contact information for every IDG business unit worldwide. To request a copy, send an e-mail to world_update@idg.com along with your name, title, and office address.

Selected IDG milestones

Below is a list of selected IDG milestones intended to offer a brief glimpse of some of the significant moments in the life of IDG. For a more complete list, visit IDG.com, click on "more" in the About IDG box at top left, and click on the Company Milestones or the Interactive History of IDG links.

1964
Pat McGovern launches IDC

1966
IDC holds first briefing session

1967
Computerworld launched in U.S.

1968
Walter Boyd, future IDG president, joins company

1969
IDC U.K. established

***Pat McGovern** sits outside 355 Walnut Street in Newton, where it all began.*

1970
Bill Murphy joins IDG as chief financial officer

1974
Computerwoche launched in Germany

1975
IDC Germany and Japan established

1976
Computerworld Brazil launched

1978
IDG Australia established

1979
First ComNet trade show

1980
IDG enters China with *Computerworld China, InfoWorld* launched in U.S.

1981
IDG Denmark, *Computerworld Mexico* launched *Computerword España* established; IDG France launches *Le Monde Informatique*

1982
PC World (U.S.) launches in December (Jan. '83 issue); IDC Spain, Asia, France and Italy offices established; 11 offices now open.

1983
Computerworld Italia, ComputerSweden and *Computerworld* Norge launched; IDC establishes offices in Sweden and Norway

1984
Macworld (U.S.) launches same week as Macintosh computer; *Golden*, a Macintosh publication, debuts in France

1985
Macworld Conference & Expo launched; *Computerworld Venezuela* debuts; *PC World* debuts in Spain

1986
Network World (U.S.) launches; IDC China, Ltd. opens; *Computerworld Szamitastechnika* launched in Hungary; *Computerworld New Zealand* debuts

1987
CIO (U.S.) launches; IDC Korea established; *PC World Korea* debuts; *PC World Hong Kong* launched; IDG Communications/Japan formed

1988
IDG becomes first U.S. publisher to enter Soviet Union with *PC World USSR*, the first PC magazine in the country; IDG News Service debuts

1989
IDC Latin America established; IDG acquires *GamePro*; *PC World Italia* debuts; *Macworld* launched in Denmark; First annual Computerworld Smithsonian Awards

1990
IDG Books Worldwide launched; IDG Switzerland launches *Macworld Schweiz, Computerworld Czechoslovakia debuts*; IDG World Expo's PC World Forum opens in Moscow as first international PC fair in the U.S.S.R.; IDG hoists flag in Philippines through affiliation with *PC Digest*, which will use *PC World* content.; Invitation-only Demo conference, produced by *InfoWorld*, debuts

1991
First annual IDC European IT Forum; *Computerworld Philippines* debuts; IDG's first publication in the Arab world, *PC World Middle East*, debuts; launch of *PC World Peru*; IDG Books launches first title in ...*For Dummies* line: *DOS For Dummies*

PC WORLD
LO ÚLTIMO EN VIDEOCONSOLAS

1992
New IDC offices in Greece, Nigeria, South Africa, Egypt; *PC World Vietnam*, the country's first computer publication, debuts; IDG Poland launches *Komputer/PC World*; IDC opens office in Egypt; IDG enters its fourth African market with license deal for South Africa's *Computing S.A.*

1993
CIO Canada becomes product line's first international venture; *Computerworld Middle East* debuts; *China Network World* launches; IDG Australia launches *Network World*; *Network World S.A.* debuts in South Africa; license signed for *PC World Romania*; More than 70,000 people attend the first China Computerworld Expo

1994
Computerworld Kiev (Ukraine) launched; *Computerworld Indonesia* debuts; IDG extends *PC World* launches in Myanmar, Pakistan and Colombia; IDC opens office in Colombia; *PC World Costa Rica* debuts; IDG names **Kelly Conlin** as president following retirement of President Walter Boyd after 26 years of service; IDG opens an office in Miami to produce PC World Latin America

1995
IDG Sweden launnches PC World Online, country's largest online service; *PC World Belarus* debuts as nation's first computer magazine; IDG establishes home page on World Wide Web; *PC World* becomes the first IDG technology publication to reach the one-million paid circulation mark

1997
IDG Germany lauches gaming magazine *GameStar; IDG* signs license to launch *PC World Zimbabwe; PC World Lithuania* debuts; IDG World Expo opens office in Vietnam; IDG announces creation of IDG.net

1998
IDG Chairman **Pat McGovern** meets with Chinese President Jiang Zemin, pledges $1 billion investment in Chinese IT market; IDG scores most Neal Awards of any publisher; *PC World China* goes weeky and becomes largest weekly computer magazine in China; *PC World Egypt* debuts; *Network World Middle East* launched; IDC holds first Asia/Pacific IT Forum

1999
IDG expands global online network to 250 computing-related Web sites; *Network World Germany* launches; IDG appoints Kelly Conlin chief executive officer

2000
IDG Chairman Pat McGovern and Lore Harp McGovern commit $350 million to MIT to establish McGovern Institute for Brain Research; IDC launches free e-newsletters; *PC World* U.S. becomes world's largest computer magazine

2001
IDG named one of *Fortune* magazine's "100 Best Companies to Work For in America"; IDG takes home an unprecedented 32 awards from the American Society of Business Press Editors; *CIO* launches in Germany and *CXO* in Poland; Macworld Expo attracts record crowd in New York ; IDGWorld Expo announces BioITWorld Conference and Expo will be in 2002, and IDG lays the groundwork for a bio-IT publication in 2002

FORTUNE
THE 100 BEST COMPANIES TO WORK FOR
THE TOP TEN

IDG WorldUpdate

Editors
Penny Winn
617-239-7825
penny_winn@idg.com

Patricia Smith
617-239-7826
patricia_smith@idg.com

Assistant editor/West Coast
David Bromley
415-974-7431
david_bromley@idg.com

Publisher
David Hill
617-423-9030
david_hill@idg.com

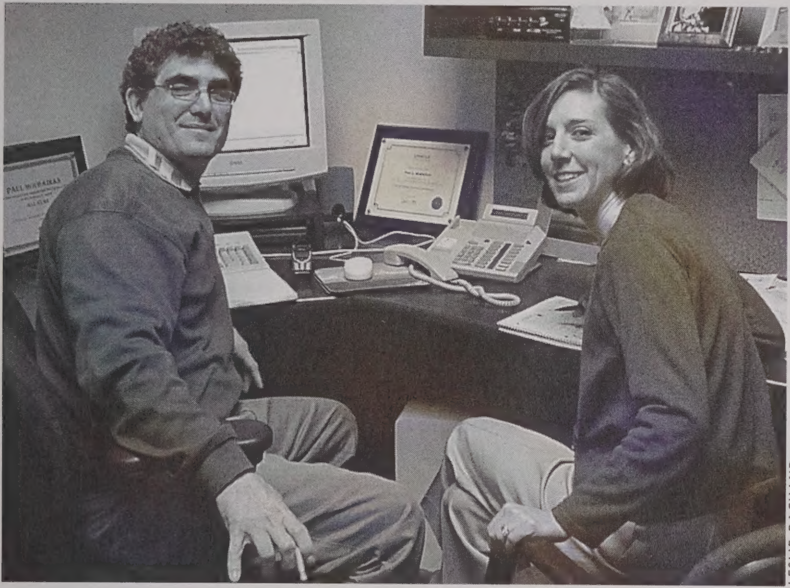
IDG World Update

11 FEBRUARY 2002
VOLUME 32, NUMBER 4

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC's Global Fellowship program promotes better business


LESLIE BACHAND

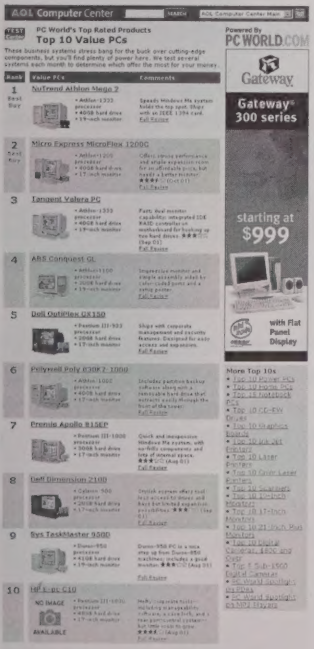
In the first dual global fellowship ever awarded, ***Paul Mouradian*** *and* ***Liz Gagliardi*** *of IDC Framingham will be visiting IDC EMEA in London to develop a data management system to serve the region's marketing staff.*

Twelve IDC employees are about to expand their horizons while they broaden IDC's wealth of knowledge. In late December IDC announced the recipients of the IDG Global Fellowship program, which offers IDC employees the chance to work at other IDC offices around the world, sharing their expertise while learning about other cultures, both in and out of IDC.

The Fellowship Committee received 65 applications last fall, more than any previous year. "We were delighted to see such enthusiasm to travel, especially since the recent attacks on the U.S.," said **Donna Leone**, IDC human resources recruiter. "Originally, we were only going to allocate five to seven fellowships, but due to the high number of applicants we chose 12."

"I am a very strong supporter of our Global Fellowship program," said IDC President **Kirk Campbell**. "IDC is a global company, and it is important to have employees worldwide working together to share best practices and provide better solutions for our customers. This program promotes valuable professional development for our employees through a unique experience working in a foreign business environment and culture. It also is a major benefit to both the business unit sending and host-

continued on page 5


AOL Computer Center

PC World's Top Rated Products
Top 10 Value PCs

These business systems stress bang for the buck over cutting-edge components, but you'll find plenty of power here. We test several systems each month to determine which offer the most for your money.

Rank	Value PCs
1	NuTrend Athlon Mega 2
2	Micro Express MicroFlex 1200C
3	Tangent Valera PC
4	ABS Conquest GL
5	Dell OptiPlex GX150
6	Polywell Poly 030K7-1000
7	Premio Apollo 815EP
8	Dell Dimension 2100
9	Sys TaskMaster 9500
10	HP E-pc C10

PC World provides advice on AOL's Computing Channel

PC World and America Online recently inked an agreement in which the San Francisco-based monthly will host and provide jargon-free purchase advice to AOL's Complete Guides in its Computer Center (AOL keyword: Computer Center or http://aolsvc.pcworld.aol.com/computercenter/).

Designed to demystify today's technology, the AOL Guides allow buyers to research, find, purchase and use the products that are right for their needs. Users are shown product rankings, which products work best together, where to buy them and how to use them once they have them. The Guides integrate *PCW* product reviews from the PCW Test Center, trend articles, tips and tricks, *PCW*'s Top 10 and Most Popular lists and Buying Guides, all written specifically for the AOL site by *PCW* editors. Also on the site are merchant reviews, product search and side-by-side comparison capabilities provided by *PCW* partner Pricegrabber.com. By mid-year, along with how-to pieces, feature articles and a Top 5 list customized for the Guides, the AOL Computer Center will also offer *PCW*'s Tip Finder database of thousands of PCW tips, as well as AOL member reviews of products and vendors.

PCW Editorial Director **Kevin McKean** said, "With this alliance, we can now bring *PC World*'s trusted editorial expertise and PriceGrabber's technology to AOL's substantial audience of computer product buyers and users, which is unsurpassed in size by any other." AOL's Computing Channel is currently the most visited online Computer destination, according to Media Metrix.

"This deal brings to *PC World* greater brand recognition, a new source for magazine subscriptions,

continued on page 4

in brief newsworthy

Computerworld, NW Italia co-organize Town Meeting conference series

Network World Italia Editor-in-Chief **Alessandro Degli Occhi.**

Talking during at break at the first CW/IT Town Meeting are (front, l-r): Minister of Innovation and Technology Paolo Vigevano, Kyneste Managing Director Massimo Ferriani, Computerworld and Network World Italia Publisher ***Sergio Rizzi****. (Back, l-r): IDG Italy Sales Representative* ***Mauro Marangoni*** *and IDG Italy Sales Manager* ***Marco Bertolotti****.*

Computerworld Italia's and *Network World Italia*'s Town Meeting conference series debuted in December with 270 attendees, speakers and sponsors gathering in Milan for a day of in-depth insight into security-related topics.

Promoted via mailings and print and online house ads, the event targeted information and communication technology managers, security and network managers, system engineers, CIOs, CEOs and other top executives of medium- to large-size companies.

EMC, Kyneste and Communication Valley signed on as sponsors, making the free-admission event profitable and successful, according to co-organizers **Sergio Rizzi**, publisher of *Computerworld Italia* and *Network World Italia* and Marketing Director **Enrico Pedroni**.

The 15 speakers from IT companies, user organizations and the government covered IT market trends and the technological, political and legislative issues surrounding how to defend a company's IT structure. Among those on the dais were IDC Southern Europe General Manager **Ezio Viola** and the chair of the event, *Network World Italia* Editor-in-chief **Alessandro Degli Occhi**.

More Town Meetings, all to be held in Milan, are planned on the following topics: Wireless and Mobile (Feb. 27), ERP (May) and security (September), with a fourth possible by the end of the year. As a follow-up to each conference, *Computerworld Italia* and *Network World Italia* will include in-depth articles on the topics of greatest interest.

For more information, contact Sergio Rizzi (sergio_rizzi@idg.it) or Enrico Pedroni at enrico_pedroni@idg.it.

Short takes

ITworld.com launched a localized IBM Webcast last month targeted for corporate IT audiences in China. Originally produced for release in the U.S., "Making Dynamic e-business Profitable" has been technically and culturally translated into Chinese and is available for on-demand viewing at www.itworld.com/itwebcast/IBM_profitability_Chinese. For a complete list of on-demand Webcasts, go to www.itworld.com/webcasts.

Beginning with the February issue, ***PC World Nigeria*** **will be published under the name *PC World West Africa.*** The publication will continue to be distributed in Ghana and Togo as well as Nigeria. IDG partner **Dele Ajisomo** of Microbyte International hopes the new title will appeal to a broader audience. The new Web site, slated to debut this month, will be www.pcworldwestafrica.com.

With a new all-time high of 488,674 copies sold for the fourth quarter of 2001, ***PC Welt*** **leads the monthly computer-journal segment of the German market** for the 30th consecutive quarter since 1994, according to the German audit firm IVW. *PC Welt* has also attained its highest level of subscriptions ever: 146,001.

GameStar **continues to maintain its lead** in Germany's computer-game magazine market segment with a 20% increase in sold copies – 352,032 — in the fourth quarter of 2001 compared to the previous year, according to IVW.

NEWS SERVICE KNOW HOW

International News Page offers IDG Web site readers daily wrap-up

There's a brand new look for the IDG News Service's publicly accessible International News Page. The site, at www.idgnews.net, is designed to offer a daily roundup of international IT news.

Unlike the main News Service site it does not require a password for access and can be linked to from any IDG site that wants to give its readers easy access to the day's top stories from Asia, Europe, Africa/Middle East, Latin American and North America.

If you're interested in finding out how other online editors around IDG have used this site to add international spice to their publication Web sites, contact IDGNS Editor-in-chief **Elizabeth Heichler** at elizabeth_heichler@idg.com or +617-239-7816.

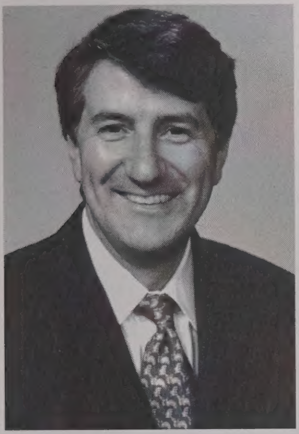
IDC Benelux (Belgium) phone numbers changed

The phone and fax numbers for IDC Benelux in Belgium are now:

Tel.: +32-2-737-76-02
Fax: +32-2-737-76-31

executive Q and A

Kelly Conlin
The president & CEO of IDG is this week's columnist. He may be reached at kelly_conlin@idg.com.



"The current economic malaise is driven in part by the fall of companies that were built on the shaky assumptions of a dotcom era. IDG, in contrast, is a company that has already prospered through nearly four decades of dynamic market cycles — in short, it's a company built to last, with strong financial discipline, a healthy balance sheet, a relentless commitment to product quality, a culture that keeps our teams focused on our customers and a founder whose unwavering vision binds us all."

Q **Recent business news events — specifically the collapse of Enron — have highlighted the dangers that employees face when their retirement benefits are completely tied up in equity in the company they work for. Certainly the IDG ESOP, which serves as the company's primary retirement plan for long-term employees in the U.S. exposes employees to risks that any financial adviser would counsel them to avoid, namely, having the bulk of your retirement assets in the stock of one company in one industry, particularly in a down market. Does IDG evaluate its retirement programs, and does it ever consider changes to the program?**

A The short answer is yes. Your question touches on a host of issues, though, and invites a broader response.

IDG continually reviews its benefits offerings. On an annual basis IDG receives employee survey responses from more than 90% of our employee population and that input often initiates the addition or modification of benefits at IDG. Just two of the more recent changes in the U.S. have included a 401(k) matching contribution and ESOP vesting changes. Additionally, IDG reviews its benefits against best practices, industry trends and market conditions, with programs customized to local practice in each of the countries in which IDG operates.

Focusing on the U.S. market, it is important to recognize that there are different types of long-term capital accumulation or retirement plans. Enron's retirement plan, which has been much in the news lately, allowed employees to take part of their paycheck and place it in a retirement account through a tax-deferred 401(k) plan.This is current cash compensation that the employee is choosing to defer. An ESOP plan is a stock award over and above current compensation. It does not require the deferral of employee income; however, there is a legal requirement that the plan assets be held primarily in company stock. It serves as a way of transferring ownership of the company to employees, and its purpose is to share the rewards for the company's success with those who were responsible for creating that success — employees who contribute to the company over the long term. IDG's total contribution to the ESOP and 401(k) programs over the last five years has been $59.4 million.

The criticism directed at Enron is related to the way it allegedly administered its 401(k) plan, namely that they encouraged participants to defer their cash compensation and invest in Enron stock through their 401(k) plan and then required that their investment remain in Enron stock during a black-out period. In comparison, IDG's ESOP does not require participants to defer any of their cash compensation to the plan. In addition, IDG's 401(k) plan, in which more than 74% of our U.S. employees participate, offers a complete portfolio of diversification options, as well as an IDG match of employee contributions.

Diversification related to ESOP is a tricky question. It's important to keep in mind that the purpose of an ESOP is to encourage employees to deliver good business results for the benefit of the company — and then share the benefits of that performance through stock ownership. Recognizing the requirement that the ESOP assets be held primarily in IDG stock and the need for diversification, IDG requested and was granted IRS approval several years ago for an ESOP diversification option over and above what is required by law. That option allows employees whose combination of age and years of service exceed 60 or more to diversify up to 10% of the shares held in their ESOP account each year to the IDG 401(k) Plan.

With regards to your comments concerning employee needs in a down market and the impact on balances in retirement accounts, it is necessary to recognize that no market has been immune to this downturn. Unfortunately, this is true as well for those who have taken advantage of diversification options. IDG cannot provide protection from market swings, however, we can continue to focus on employee needs with regards to diversification and plan offerings. In addition, employees should evaluate all retirement savings vehicles, both internal and external, to ensure that their retirement needs are met. For our part, IDG offers seminars on investing basics and retirement planning as part of our ongoing training program.

IDG employees work hard to contribute to IDG's success. And they should be proud of what they have accomplished: IDG has the most powerful information brands in the most important industry in the world — an extraordinary platform to serve our community of customers around the world. The current economic malaise is driven in part by the fall of companies that were built on the shaky assumptions of a dotcom era. IDG, in contrast, is a company that has already prospered through nearly four decades of dynamic market cycles — in short, it's a company built to last, with strong financial discipline, a healthy balance sheet ($240 million in cash and no debt), a relentless commitment to product

continued on page 8

Peacock Memorial Award recognizes IDC's Debra Goldfarb and Melanie Posey for outstanding research

Previous Peacock Award winners

The following employees previously received Peacock Award honors, either as winners or runners-up:

Mark Winther, **Lloyd Cohen**, **Rich Mikita** (now with ITworld.com), **Rebecca Segal**, **Gisela Wilson**, **Vicki Brown**, **Anthony Picardi**, **Richard Villars**, **Lee Doyle**, **Crawford DelPrete**, **Angele Boyd-Myers**, **Henry Morris**, **Pim Bilderbeek**, **Brian Clarke**, **Carol Glasheen**, **Janet Waxman**, **Dennis Byron**, **Carl Olofson** and **Ray Boggs**.

One of IDC's most time-honored traditions, the presentation of the James Peacock Memorial Award, took place last month with dozens of employees gathered in anticipation to toast the recipients with champagne and sparkling cider. IDC's most prestigious research award went to Hardware Research Group Vice President **Debra Goldfarb**; Web Hosting Services Program Manager **Melanie Posey** earned runner-up honors.

***Debra Goldfarb** accepts IDG Chairman **Pat McGovern**'s congratulations.*

IDG Chairman **Pat McGovern** established the Peacock Awards in 1985 in memory of **Jim Peacock**, an IDC vice president for 15 years until his death in 1981. The award recognizes the person who best follows Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients.

IDC's vice presidents and senior vice presidents nominate employees for the Peacock Award and IDC President & CEO **Kirk Campbell** makes the final selection.

Goldfarb, a 14-year veteran who spent her first year with IDC Framingham as a salesperson, has built a formidable reputation for herself and for IDC in the high-performance computing field. Most recently she has spearheaded IDC's entry into the bio-sciences field. Earlier, Goldfarb presented her multi-client study on high-performance computing in industry to numerous government agencies, which used the research to make critical policy decisions. "Debra has proved that with hard work and determination you can grow a successful business and still reach the highest levels of analyst influence," said Senior Vice President **Crawford DelPrete** in his nomination. "That's what we as a company ask leaders to do."

***Melanie Posey** accepts her plaque from IDC President & CEO **Kirk Campbell** and IDG Chairman **Pat McGovern**.*

LESLIE BACHAND [illegible]OS

Posey, who celebrates her fifth year in March with IDC's New York City office, is known for her collaborative efforts with other analysts that have given her clients a comprehensive market perspective on the Web hosting market, said Senior Vice President **Gigi Wang**. "Melanie has established herself as a leading expert in packet-based services, identified the segments of the market that have led the evolution of the telecom industry, written superior research on those segments and put IDC on the map for telecom research," she wrote. WU

PCW/AOL

continued from page 1

and a way to spread out the expenses of adding new services and content to our Web site," said PCWorld.com General Manager **Ulla McGee**.

She said AOL is just one partner of what *PCW* wants to be a larger group. "Our strategy is to add more partners who will distribute our content on a revenue-share basis. Basically, we build and host the Web site and share all revenue generated by AOL through their banner ad sales and by *PCW* through our Product Finder. That way, each partner has the incentive to do the best job possible."

The current Guides focus on desktop systems, notebooks, digital cameras, MP3 players, printers and personal digital assistants. In the course of 2002, 18 more Guides will be launched to cover home networking, cellular phones and home entertainment systems and more. The *PCW* content and PriceGrabber technology will also be made available to CompuServe members and ICQ users.

For more information contact Ulla McGee at ulla_mcgee@pcworld.com. WU

Global fellowships

continued from page 1

ing the employee since it results in valuable knowledge exchange."

Launched in 1994, the IDG Global Fellowship program has sent 75 employees on temporary assignment to overseas offices. Each Fellow is granted $5,000 to offset living and travel expenses during their Fellowship, which usually runs two to three weeks. The Global Fellowship Committee reviews applications with an eye to the proposed assignment and the potential benefits to the employee, the receiving business unit and IDC as a whole.

Mikael Arnbjerg, program manager at IDC Nordic in Copenhagen, said his primary goal is professional development – "seeing how my U.S. counterparts work, getting ideas for new research and improving my skills as an analyst." Arnbjerg focuses on European B2B and e-marketplaces, a focus he will take to IDC Framingham this spring. "To be able to put a face on your counterparts should improve our ability to collaborate. IDC is an interesting global company because every office is unique. The exchange of workflow makes you appreciate being part of a global organization."

Marketing Manager **Liz Gagliardi** and Database Systems Manager **Paul Mouradian** both of IDC Framingham, will get a first-hand look at IDC EMEA in London, possibly as soon as April. The two were awarded the first dual Fellowship to develop a marketing database, based on Sekai, IDC's customized customer relationship management database, that extends the current customer relationship management function to include campaign and lead management, allowing the IDC marketing teams to share essential customer and prospect information.

"This pilot program is exciting because of the dynamic requirements we must account for in building a tool that will meet the needs of the region's marketing team," said Gagliardi. IDC EMEA had expressed a need for an advocate to help them design the database, so Gagliardi will gather information and requirements from European colleagues, while Mouradian creates an extension to the database's back end using the architecture already in place.

Sandra Kowalski, IDC director of Corporate Marketing and Gagliardi's manager, said it will be critically important for the database's sales and marketing requirements and the supporting technical specifications to be well understood and documented. "The regional perspective gained will provide valuable insights for new approaches to future corporate marketing initiatives," she added.

The benefits of Global Fellowships are invaluable to **Keith Henry**, group vice president, EMEA sales and marketing. "In all case the benefits appear to have both short- and long-term impact, primarily due to the continuity of personal relationships established. IDC EMEA is delighted that Liz and Paul will be addressing the strategic requirements to create a single effective marketing database in the region based on marketing and IT collaboration."

Gagliardi, who has never been to Europe, said she expects her two weeks in London to be "a phenomenally eye-opening experience. This global business experience is far richer than any form of training. Anyone who has a long-term career goal at IDC should apply," she advised.

IDC's Global Fellows for 2002

IDC Nordic (Denmark) Program Manager **Mikael Arnbjerg** to IDC U.S.

IDC U.S Senior Research Analyst **Rena Bhattacharyya** to IDC Asia Pacific (Singapore)

IDC Asia Pacific (China) Marketing Programs Manager **Cynthia Dong** to IDC U.S.

IDC U.S. Research Director **Matthew Eastwood** to IDC EMEA

IDC Canada Senior Research Analyst **Nicole Gallant** to IDC Asia Pacific (China)

IDC U.S. Research Manager **Michael Hennessey** to IDC Asia Pacific (Singapore)

IDC EMEA (U.K). Sales Operations Manager **Isa Korn** to IDC Asia Pacific (Singapore)

IDC U.S. Marketing Manager **Liz Gagliardi** and Senior Database Administrator **Paul Mouradian** to IDC EMEA (U.K.)

IDC Asia Pacific (Singapore) Research Manager **Natasha Tan** to IDC Asia Pacific (Japan)

IDC U.S. Program Manager **Stephanie Torto** to IDC Asia Pacific (Hong Kong and Singapore)

IDC U.S. Research Manager **Dan Vesset** to IDC EMEA (Denmark)

For more details on the Global Fellowship Program, contact IDC Human Resources Recruiter **Donna Leone** at dleone@idc.com.

Two 2001 Global Fellows reflect on time well spent

Cribbens

IDC New Zealand Senior Analyst **Mark Cribbens** journeyed from the Asia/Pacific region for the first time and went to IDC Canada, where he explored how the recently created New Zealand eBusiness Solutions and Internet Economy programs could be enhanced. Upon his return, he submitted a report outlining potential directions for the research programs. "I had never experienced a working environment that was so supportive and geared towards encouraging creativity and excellence," he said. "The fellowship was also of great personal benefit as it enhanced my transition from a hardware-oriented analyst to one who had an appreciation of solutions research. It was a significant factor that contributed greatly to my attaining my current position."

LESLIE BACHAND

Mizoras

Amy Mizoras, program manager, ASP & Applications Research at IDC Framingham, was a 2001 Global Fellow at IDC Denmark in Copenhagen and worked with the software-focused ASP analyst who follows the European market. The two collaborated on a document examining partnering trends between software companies and ASPs in Western Europe and visited a Danish application service provider. "I also spent lots of time talking with other analysts at IDC Denmark to learn about the day-to-day trials and tribulations of being a regional analyst," Mizoras said.

With so many IDC analysts around the world, it is important to build relationships, she said, allowing that it can be difficult to do. "I think the Global Fellowship is an excellent way to establish relationships with analysts in other parts of the world, making collaboration easier and more effective," she said. "Both parties gain a broader grasp of their respective areas of expertise, and clients are the ultimate beneficiaries."

noteworthy people

Bruckmeier

IDG WORLD UPDATE

Khalip

JACQUELINE CLAUSE

Murphy

JACQUELINE CLAUSE

Vahey

JACQUELINE CLAUSE

Shafer

New employees

PC-WELT has hired **Juergen Bruckmeier** as editor-in-chief, a title he most recently held at Bravo.de, Web site of the Bravo group. He holds an M.A. in journalism from the University of Munich and enjoys jogging, music and Alfa Romeos.

Senior Tax Accountant **Yong Peng** comes to IDG in Framingham from PricewaterhouseCoopers in Baltimore, where she was a senior tax associate. Yong has a B.S. in accounting from the University of Maryland/College Park and an M.S. in taxation from American University in Washington, D.C. She enjoys swimming, reading and traveling.

Previously a temporary sales assistant at InfoWorld's Boston office, **Yana Khalip** has been hired as a sales associate. She was most recently a new business specialist with Davis Partners. Yana has a B.A. in education from the University of Massachusetts/Amherst. She enjoys playing the guitar and piano and working with ceramics in her spare time.

As InfoWorld's associate publisher, Western region, **John Murphy** will be responsible for all display advertising operations in the western U.S. He has more than 12 years of experience in managing sales teams, most recently as Western regional director for CMP's *Information Week*. He holds a B.A. in English from the College of St. Thomas in St. Paul, Minn., and tries to spend as much time as possible outside the office with his wife and four children. He also enjoys basketball and golf – "I finally learned to use my driver!"

Also at InfoWorld in San Mateo, Calif., Software Engineer **Kevin Vahey** comes to IDG from Next-Door Networks, where he held a similar title. He has a B.A. in English from the State University of New York at Buffalo and spends his free time snowboarding, reading and playing hockey.

InfoWorld has hired **Scott Tyler Shafer** as a reporter, a position he recently held at *Red Herring* magazine. He earned a B.A. in journalism from Arizona State University in Tempe and enjoys tennis and astrology. (He's a Libra.)

Previously advertising director for Red Herring Communications, **Kevin Maloney** joins IDG Communications' Framingham office as vice president, business development. He holds a B.S. in business administration from the University of New Hampshire. With two young children, "I have no time for anything else!"

Patricia Sheppard joins IDG Recruitment Solutions in San Mateo as regional sales manager. She was previously online sales manager with Fortune.com and before that senior director, interactive marketing with Cybereps, Inc. She graduated from the State University of New York/Fredonia with a B.A. in business administration.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Richard Priante *Network World*

26

Rainer Oberländer *IDG Germany*

24

Ney Kruel *IDG Global Solutions Latin America*

21

Karen Weston *IDC*

20

Magdalena Axelsen *IDG Denmark*

19

Carl Marchi *Computerworld*
Andreas Förth *IDG Germany*

18

Gérard Adamis *IDG France*
Wes Nihei *IDG Games Media*
Amanda Patrick *IDG Austalia*
Iris Clench *IDG Australia*

16

Deborah Goldstein *IDG List Services*

15

Nina Mattsoff *IDG Sweden*
Vicki Brown *IDC*
Paul Mercer *Network World*
Magda Zabala *IDG Spain*
Olga Fernandez *IDG Spain*

14

Eric Ochs *IDC France*
Carole Prigent *IDG France*
Dorothy Rosenthal *IDC*
Gregg Pinsky *Computerworld*
Laura Sears Brady *IDG*
Kevin Burns *IDG*
Uschi Weiss *IDG Austria*

13

Terri Schafer *IDC*
Donna Kirkey *Network World*

12

Cheryl Asselin *CXO Media*
Steven Frantzen *IDC CEMA*
Jeff Oterson *IDG Central Services*
Monica Capuzzi *IDG Italy*
Alvaro Morenes *IDG Spain*

11

Rosa Martin *IDG Spain*

10

Jacqueline Mita DiBianca *Network World*
Anna Zielinska *IDG Poland*
Martin Bell *IDG New Zealand*

9

Colin Crawford *Mac Publishing*
Shoko Furukawa *IDC Japan*
Elana Varon *CXO Media*
Karl-Henry Martinsson *IDG International Pub. Svcs.*
Snezana Dejanovic *IDG Germany*
Kriemhilde Klippstätter *IDG Germany*

8

Lisa Nilsson *IDG Sweden*
Nicholas Kaufmann *IDC*
Jennifer Koppy *IDC*
Vladimir Vladkov *IDG Bulgaria*
Michael Vizard *InfoWorld*
Dagmar de Aquino *IDG Germany*
Daniela Radzio *IDG Germany*
Maria Freiria *IDC Benelux*

7

Jeff Julian *IDG.net*
Lawrence Llamzon *IDC Singapore*
Natalie Eisner *IDC*
Julie Lynch *IDG*
Julie Boudreau *IDG*
Gina Rowles *IDG Global Solutions U.K.*
Thomas Grimshaw *InfoWorld*
Christina Auer *IDG Germany*
Rupprecht Purkhold *IDG Germany*
Karin Myrén *IDG Sweden*

6

Kazuki Seki *IDC Japan*
Jörgen Skjelsbaek *IDG Sweden*
Christina Björklund *IDG Sweden*
Ida Kärrby *IDG Sweden*
Kyoko Ikeda *IDG Japan*
Karen Fogerty *CXO Media*

Kathleen LaPorte *IDC*
Elizabeth Gagliardi *IDC*
Paris Burstyn *IDC*
John Bosso *Computerworld*
Jolanta Kucharska *IDG Poland*
Jozef Muszynski *IDG Poland*
Claudia Cavalleri *IDG Italy*
Silvia Santi *IDG Italy*
Renee Gotcher *InfoWorld*
Oscar Peinado *IDG Spain*

5

Akiko Bando *IDG Japan*
Kaoru Tamura *IDG Japan*
Hakim Remili *IDG France*
Frédéric Bonnin *IDG Global Solutions France*
Jean-Luc Gonzales *IDG France*
Sandra Rogers *IDC*
Dennis Byron *IDC*
Elliott Kirschling *PC World*
Patricia Josefek *Network World*
James Niccolai *IDG News Service*
James McNickel *IDG New Zealand*
Dan McLean *IDC Canada*
Rafal Dudkin *IDG Germany*
Ron Scharis *IDC Benelux*

4

Damir Omérov *IDG Sweden*
Johan Moberg *IDG Sweden*
Laurence Combes *IDG France*
Carole Garrido *IDG France*
Kathy Powers *CXO Media*
Thomas Højrup Petersen *IDG Denmark*
Karel Hellebrand *IDC CEMA*
Jyoti Lalchandani *IDC CEMA*
Charyle Gandee *PC World*
Blayne Long *Computerworld*
Karima Zannotti *Network World*
Kathryn Zinn *Network World*
Scott Mendham *IDG Australia*
Peter Bradley *IDG Global Solutions U.K.*
Katharine McLucas *InfoWorld*
Cornelia Hefer *IDG Germany*
Gabriele Nehls *IDG Germany*
Christian Möller *IDG Germany*
Jeff Coles *IT World Canada*

3

Carina Mineur *IDG Sweden*
Satoshi Kumagai *IDG Japan*
Laure Lamy *IDG France*
Alain Cro *IDG France*
Karim Bahloul *IDC France*
Sherry Pedrin *IDG Games Media*
SaraJane Robinson-Retondo *CXO Media*
Sherry Keyles *CXO Media*
Henrik Bendix Pedersen *IDG Denmark*
Sasse Roope *IDG Denmark*
John Gordon *IDC*
Stanley Chen *IDC*
Russell Kay *Computerworld*
Iseult Bottoni *IDC U.K.*
Samantha French *Macworld U.K.*
Stephanie Sanborn *InfoWorld*
Dennis Noatzsch *IDG Germany*
Steffen Berchtold *IDG Germany*
Jörg Breit *IDG Germany*
Annelinda Koldewe *IDC Benelux*

2

David Fernando *PC Advisor*
Arthur Payne *IDG Sweden*
Henrik Ivansson *IDG Sweden*
Fredrik Engqvist *IDG Sweden*
Lisa Ljung Strömberg *IDG Sweden*
Katarina Sundwall *IDG Sweden*
Urban Lindstedt *IDG Sweden*
Andreas Hedberg *IDG Sweden*
Jesper Landén *IDG Sweden*
Asami Ishii *IDG Japan*
Stéphane Escobossa *IDG France*
Bob Reagan *CXO Media*
Mary Wooldridge *CXO Media*
Christian Schack *IDG Denmark*
Kim Ingemann *IDG Denmark*
Heidi Eck *IDG Denmark*
Lars Kuhlmann *IDG Denmark*
David Brooks *IDG Executive Forums*
Karen Daitch *IDG Executive Forums*
Teri Whitehair *IDG Executive Forums*
Dan Velasco *IDG Global Communications*
Libor Minichbauer *IDC CEMA*
Joshua Budd *IDC CEMA*
Laura Munson *IDC CEMA*
Anna Orrnert *IDC CEMA*
Torr Lewis *IDC*
Jean Woodcome *IDC*
Mary David *IDC*
Jill Toole *IDC*
Alan Taylor *IDC*
Susan Michiels *IDC*
Shaw Lively *IDC*
Jennifer Gallo *IDC*
Donald Jin *IDC*
Erin McCue *IDC*
Michael Barry *IDC*
John Humphreys *IDC*
David Reinsel *IDC*
Sherry Calabrese *IDG*
Kevin McCluskey *IDG Communications*
Bud McLeod *PC World*
Panagiota Gertsios *Network World*
Michael Ferreira *Network World*
Suzanne Carroll *IDG World Expo*
Deborah Diodati *IDG World Expo*
Shelley Dunn *IDG World Expo*
Bradley Nickerson *IDG*
Marqsandra Ramos *IDG Brazil*
Lee Gibbons *IDG Global Solutions U.K.*
Linda Yach *InfoWorld*
Thomas Yager *InfoWorld*
Bruno Rossi Julio *IDC Brazil*
Victoria Berry *IT World Canada*

1

Teruo Tomita *IDC Japan*
Gina Pei-Chun Liao *IDC Japan*
Kristina Andersson *IDG Sweden*
Mikael Sagmander *IDG Sweden*
Susanne Borgengren *IDG Sweden*
Petter Kjellander *IDG Sweden*
Gabriel Kärrby *IDG Sweden*
Klara Grivans *IDG Sweden*
Håkan Nilsson *IDG Sweden*
Hiroki Inatomi *IDG Japan*
Toshiko Imabayaski *IDG Japan*
Makie Okashiro *IDG Japan*
Ryou Okawa *IDG Japan*
Regis Désprez *IDG France*
Niels Hilmar Madsen *IDG Denmark*
David Kjærgaard *IDG Denmark*
Kim Kaas Selsø *IDG Denmark*
Daniel John Lewandowski *IDG Denmark*
Søren Pehrson *IDG Denmark*
Lis Juhl *IDG Denmark*
Vit Prucha *IDC CEMA*
Vladimir Kroa *IDC CEMA*
Linda Ohman *IDC CEMA*
Mila Kantcheva *IDC CEMA*
Ann Marie Demers *IDC*
Dawn Melissa White *IDC*
Kimberly Tulman *IDC*
Jill Fioretti *IDG*
Joseph Destafano *Computerworld*
Meghana Bheda *Network World*
Michael Collins *IDG*
Mathew Dunn *IDC U.K.*
Zoe Baird *IDG New Zealand*
Fabio Lima *IDG Brazil*
Marcelo Lino *IDG Brazil*
Henrique Martin *IDG Brazil*
Jesse Rutland *IDG Global Solutions U.K.*
Paul Edwards *IDC Canada*
Alan Smith *Digit*
Clive Page *Macworld U.K.*
Gianluca Guidorzi *IDG Italy*
Bärbel Zöger *IDG Germany*
Heinrich Seeger *IDG Germany*
Angelika Auer *IDG Germany*
Vivien Kupplmayr *IDG Germany*
Marie-Henriette von Wangenheim *IDG Germany*
Nermina Djerekarac *IDG Germany*
Sabine Jöchl *IDG Germany*
Adriana Regina Ramasauskas *IDC Brazil*
Fredy Haag *IDG Switzerland*
Dominik Sturm *IDG Switzerland*
Michael Doyle *IT World Canada*
Edana Kerzner *IT World Canada*
Kerri-Lee Benson *IT World Canada*
Javier Presa *IDG Spain*
Teresa Zabala *IDG Spain*
Encarnacion Gonzalez *IDG Spain*
Fernando Ujaldon *IDG Spain*
Jan Hein Bakkers *IDC Benelux*
Alejandra von de Roer *IDC Benelux*

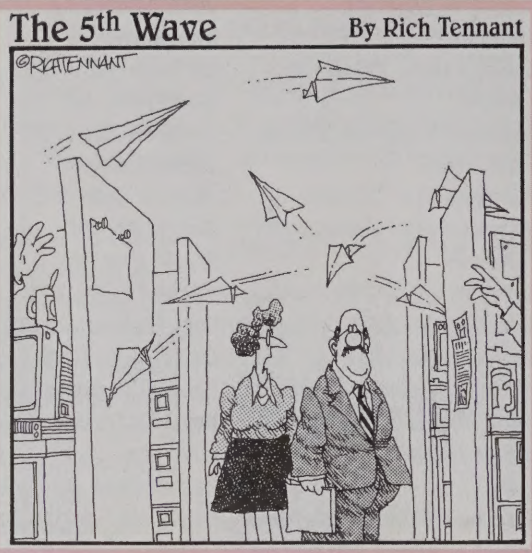
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by March 5.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* dashboard "cell mates."

E-mail your creations to world_update@idg.com or fax them to 617-423-0712.



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Carolyn Burton *IDC*
Amy Dalton *PC World*
Sophie Pietras *IDG Italy*

IDG goes Hollywood

Alert movie fans will see or hear two references to IDG in recently released films. Here's a preview (popcorn optional):

KATE & LEOPOLD
A love affair one hundred years in the making.

In *Kate and Leopold*, which stars Meg Ryan and Hugh Jackman, one of the characters mentions – twice — going to Macworld Conference & Expo in New York, calling it "Macworld Expo" for short.

PAVILION OF WOMEN

Pavilion of Women, based on the Pearl S. Buck novel and starring Willem Dafoe, played in several U.S. cities this summer and is now featured as a new release at Blockbuster and Hollywood Video stores in the U.S. Leading actress, scriptwriter and producer Luo Yan, an award-winning actress in China, is married to IDG China President **Hugo Shong**, who served as executive producer for the English-language film. International Data Group receives a "special thanks to" credit in the opening sequence for its goodwill support.

Set in China in 1938, the movie has been well received in China and has been chosen as one of five films to be broadcast on China's National Movie Channel through the Chinese Lunar New Year holidays beginning Feb. 12.

Executive Q&A

continued from page 3

quality, a culture that keeps our teams focused on our customers and a founder whose unwavering vision binds us all. In fact, there are positive aspects for IDG to this tough market: it invites fresh thinking about what creates the most value for our customers, it hinders competitors that are less nimble or less resourced, it opens new market opportunities as the market shifts and changes.

In closing, IDG takes very seriously the needs of our employees in all of our decisions — retirement benefits included. As demonstrated in the past, the addition of ESOP diversification and 401(k) matching mentioned above came about through employee recommendations. Going forward, our commitment to you continues to be that we will monitor and adjust our benefit programs to comply with best practices and to be compelling to our employees.

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

18 FEBRUARY 2002
VOLUME 32, NUMBER 5

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Computerworld tool helps clients spend money wisely

Sales force able to partner with clients to target most effective market mix

Recently a large West Coast advertising agency placed a major advertising buy on behalf of its client with several of *Computerworld*'s competitors. Despite presenting a compelling case, *Computerworld* was left off the buy. Computerworld Vice President Regional Sales **John Topping** knew he and his team had to get around the agency if they were to get this business, but senior marketing executives at the client had a long-standing policy of not meeting directly with sales reps.

"At certain clients, the top marketing decision makers do not feel that media sales reps can or will bring them much value, and sometimes they are correct," Topping said.

But not this time.

Dangling a unique interactive tool designed to help customers ensure that they are spending their marketing and advertising dollars in the most efficient way, Account Director **Kelly Mahoney** got her meeting. Better still, the clients liked what they heard so much that they went back to their advertising agency and asked them to reconsider *Computerworld* for the campaign. "The outlook is much more positive for us now to get business from them in the near future, thanks to opening the door with the integrated research," Topping said.

That research, called the Computerworld Integrated Marketing Study, was conducted last July and August by Millward Brown Intelliquest and Computerworld. Some 750 IT executives provided detailed information on their purchasing habits, the information sources they rely on and how those sources come into play during the awareness, consideration and purchase stages of the sales cycle.

The crown jewel of the study is a tool called the Integrated Marketing Optimizer, which allows the client to sort the vast array of study results based on the client's own unique marketing situation. Clients pick from one of nine technology categories, three brand types (new technology, new brand, or en-

continued on page 5

Coming up

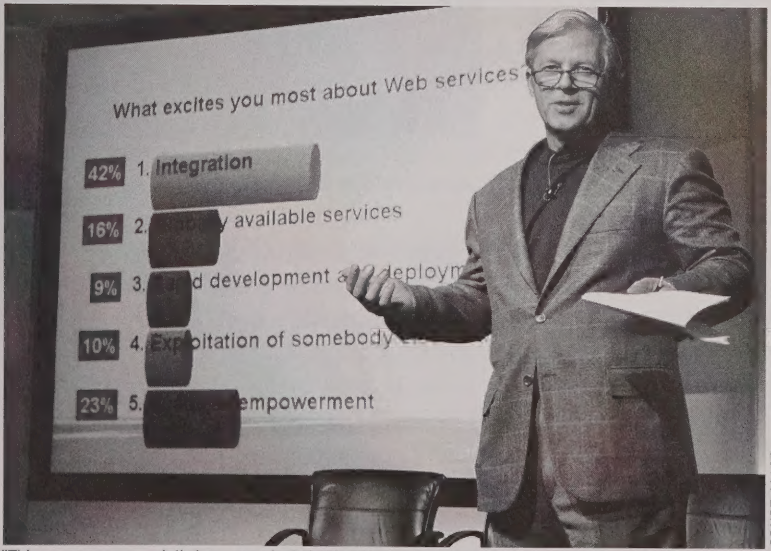
Security Tech Update/Tokyo 2002
March 19-20
Tokyo International Forum
Tokyo
http://www.idg.co.jp/english/expo/index.html

IDC's Directions 2002
March 20
Hynes Convention Center
Boston, MA
www.idc.com/events

Macworld Tokyo 2002
March 21-23
Tokyo Big Sight
Tokyo
http://www.idg.co.jp/expo/macworld2002/index.html

IDC's Directions 2002
April 3
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

InfoWorld Web services conference touches industry nerve


What excites you most about Web services
42% 1. Integration
16% 2. y available services
9% 3. d development deployn
10% 4. Exploitation of somebody
23% 5. empowerment

COURT MAST

"This event was especially important for InfoWorld because it was the first in a series of Next Generation conferences that are built on our unique editorial content in covering the critical trends that are changing the relationship between the enterprise, IT and the Internet," said InfoWorld President & CEO ***Robert Magnuson****, seen here discussing the results of an audience poll.*

While it may yet be too soon to tell if Web services will be the IT industry's Next Big Thing, it's clearly a big thing, given that more than twice the expected number of attendees turned out for InfoWorld's two-day event focused on the emerging software architecture. Held last month in San Francisco, Next Generation: Web Services Conference drew 800 readers and advertisers eager to learn more about the technology and business issues surrounding Web services.

The Web services architecture is an open, Internet-based architecture that comprises three layers of technology: software standards and communication protocols such as XML (Extensible Markup Language) and SOAP (Simple Object Access Protocol) that allow information to be exchanged among different applications. The advantage of Web services is that it allows companies to integrate their applications in an easier and standardized way. It will

continued on page 4

in brief newsworthy

IDC's new subsidiary in Croatia builds on years of experience in region

By opening a subsidiary in Zagreb, Croatia, IDC moves a step closer to its long-term goal of providing IT research and analysis on all the countries in Central, Southeastern and Eastern Europe.

With a population of 4.3 million, Croatia is an emerging, fast-growing IT market that IDC predicts will reach $400 million in IT expenditures in 2002. Currently IDC is the only IT market research company with an on-site presence in Croatia.

IDC has conducted research in the countries that comprise the former Yugoslavia since 1990 with intermittent breaks, said **Steven Frantzen**, managing director of IDC's Central and Eastern Europe and Middle East/Africa office, known as IDC CEMA, which is based in Prague.

Country Manager **Boris Zitnik** had served as IDC's agent in Croatia since 1996 as founder and owner of OMNIAconsult, submitting more than 40 annual and quarterly reports covering various IT market segments and handling consulting projects as well. Establishing a subsidiary office solidifies IDC's commitment to Croatia and its neighboring nations, Frantzen noted.

Zitnik

"Boris has been instrumental in spearheading our efforts to develop IDC activities and business in the former Yugoslavia," Frantzen added. "His staff [of five] represents one of our most efficient teams in the region, providing consistent high-quality and timely market research. IDC is very much a people company, and we are only as good as our staff. We are very confident in Boris's capabilities as well as those of his local team."

The Zagreb office will serve as IDC's head office in the former Yugoslavia region once smaller offices are set up.

For more information contact Boris Zitnik at boris.zitnik@idccroatia.hr or go to www.idccroatia.hr or www.idc-cema.com. WU

IDC Croatia
Srednjaci 8
1000 Zagreb
Croatia
tel: +385-1-30-40-050
fax: +385-1-30-40-061

IDC Global Access Group recognizes analysts' contributions with awards

Five IDC analysts received tangible proof that their willingness to go the extra mile in support of the company's clients did not go unnoticed when they were presented with IDC Global Access Group Analyst Appreciation Awards earlier this month.

Launched last year by IDC's Global Access Group, the awards pay tribute to analysts who provide the highest level of support to the group's client base, which consists of brokerage firms, investment and commercial banks, venture capitalists, management consulting firms and non-traditional IT vendors.

"The content provided by IDC's analysts and their timely interaction with our clients is critical to the success of this group," said IDC Access Group Manager **Garry Vlass**.

The most recent group of winners includes: **Cindy Doyle**, program manager, NIM Services; **Jocelyn Young**, program manager, CRM Services Research; **Alex Slawsby**, associate research analyst, Smart Handheld Devices; **Scott Ellison**, program director, Wireless and Mobile Communications; and **Anna Danilenko**, senior research analyst, Consulting Services. Each winner receives a cash award and a framed certificate of appreciation.

IDC's Global Access Group consists of approximately 25 analyst account managers worldwide. Their role is to serve as a customer's main point of contact for all of that customer's research needs, as well as to facilitate calls between the customer and IDC's research and analyst community.

*The winnners of the most recent awards are (l-r): **Jocelyn Young**, **Anna Danilenko** and **Cynthia Doyle**. Not pictured: **Scott Ellison** and **Alex Slawsby**.*

Criteria for the quarterly Appreciation Awards include:

- Responds in a timely manner to client requests.
- Makes him/her self available on short notice for client calls.
- Establishes expectations on what can or cannot be provided.
- Helps to save a renewal.
- Assists with business development.
- Travels for onsite client presentation.

In order to acknowledge the contributions of IDC's worldwide network of analysts, these awards, previously presented only to U.S.-based employees, will now be open to all analysts worldwide. All IDC research analysts, program managers and program directors are eligible.

For more details, contact Garry Vlass at gvlass@idc.com.

executive Q and A

York von Heimburg

The managing director of IDG's magazine companies in Munich is this week's guest columnist.

IDG's German magazine divisions at-a-glance

IDG Magazine Verlag

Number of employees: 106

- *PC-WELT* (12x/year), *PC-WELT* special issues (minimum 4x/year), pcwelt.de
- *MacWelt* (12x/year), *MacWelt* special issues (4x/year), macwelt.de

IDG Entertainment Verlag

Number of employees: 34

- *GameStar* (12x/year), *GameStar* special issues (minimum 4x/year), *GameStar* DVDs, gamestar.de

IDG Interactive

Number of employees: 28

- tecchannel.de and *TecChannel* magazine (4x/year)

Latest accomplishments

All-time high in sold circulation of *PC-WELT* (488,000 sold copies) and *GameStar* (352,000 sold circulation) and successful special issues of all of the company's magazines on the newsstand, which supported efforts to achieve the budgets in the first quarter.

Q **Describe the German IT magazine market and IDG's status in the market.**

A The German IT magazine market is very crowded: our magazines are competing with approximately 300 IT titles on the newsstand. What makes us happy is the fact that our products are doing well in terms of sold circulation and sold subscriptions. Can you imagine that *GameStar* as a PC gaming magazine has more than 83,000 sold subs? That's amazing! In terms of advertising we have been really hurt in the last few years. *PC-WELT* lost about 350 ad pages last year, but our ad teams are very strong in increasing yields. So we could balance the losses in revenues with more revenues we had per single ad page. The IDG magazines are doing extremely well; in every single market our strong teams are producing the market leader. Our main competitors for each brand are *Chip* (Vogel/Burda); *PC Games* (Computec) and *MacUp* (Sueddeutsche).

Q ***PC-WELT*** **was able to show a 13% gain in average newsstand sales in 2001 compared to 2000, but competitor** ***Chip*** **was up 30%. How will you respond?**

A *PC-WELT* has been the market leader of the monthly IT magazines since 1995. *Chip* has tried a relaunch every year since to try and get back the No. 1 position, but the only time it had any success was in 2000 when they got closer in terms of sold circulation. One reason was that Vogel sold 50% of its computer magazine business to Burda, one of the big four publisher in the German market, and now *Chip* has strong financial backing. They still haven't claimed the top spot because we focus on our editorial strength and on our skill to fight extremely well against competitors. We are getting ready to re-launch *PC-WELT* in March, and the new *PC-WELT* will be a little bit more broad and more advanced and integrate more content about the digital world.

Q **What are your units' biggest challenges in 2002, and how do you plan to meet them?**

A The decline of ad revenues is our biggest challenge. As a consumer publisher ads make up only 40% of our revenues (60% of the revenues are circulation revenues), but nevertheless we are suffering. Increasing yield is one positive method in this tough market, as is launching (under our successful brands) a lot of special issues with high copy prices on the newsstand. Another is targeting out-of-category advertisers. In this field we have had great success, mainly because we have been working with these advertisers, especially in *PC-WELT* and *GameStar*, for many years. For these kinds of customers you need different audited figures, different sales organizations and different marketing skills, but it is one of the most exciting businesses and it is a completely new business for IDG. One additional point — and for sure I have this to say as chairman of the board of IDG Global Solutions (IGS) — we are cooperating very, very well with IGS, which brings our publications a lot of additional revenues.

Q **What is your alliance with AOL, and how effective has it been to increase the number of subscribers to your publications?**

A It is a complex alliance that includes a) content delivery for the computing and gaming channels of AOL, Compuserve and Netscape in Germany — you see our branding and each article is connected to our subscriptions page; b) a large monthly amount of AOL page impressions for all our publications to generate subscriptions and to push our newsstand sales; c) a media deal in which AOL runs campaigns in our print titles and on our CDs. It's a very effective medium for us. We think we can generate in the first year of the alliance between 3,500 and 4,000 subscriptions for our magazines.

Q **TecChannel has been your company's fastest-growing Web site. How has the staff increased online revenue by 42% over last year, and is the site profitable?**

A TecChannel is in its second year and works up to now on an investment level. We make our plan and this is, during these difficult economic times, a very good accomplishment by the whole team. We increased revenues because of the excellent branding of tecChannel as the site for the technical IT professionals and tec IT decision makers in Germany. The editorial quality and our very focused strategy of "just for IT pros with strong technical background" is unique in Germany and keeps our yields high. And we will see this year four *tecChannel* magazines on the newsstands. So we built a very strong brand online and transferred it to print, where it is a very good marketing tool for the Web site and generates revenues for us.

York von Heimburg may be reached at yvonheimburg@idgmagazine.de.

Web services

continued from page 1

InfoWorld CONFERENCES
InfoWorld NEXT-GENERATION WEB SERVICES CONFERENCE

COURT MAST

InfoWorld Editor-in-chief ***Mike Vizard*** *was among the numerous InfoWorld editors who served as panel moderators during the two-day conference.*

also allow companies to rent the functionality they need from outside service providers rather than building and maintaining their own proprietary internal systems. A user might purchase a plane ticket online, have the ticket price deducted from her bank account and her itinerary added to her online calendar, and have it all done transparently.

"We were originally expecting about 300 to 350 attendees, so this was a nice surprise," said InfoWorld VP of Audience Development and Events **Barbara Ruffner**.

"To build momentum prior to the conference, we produced a few Web services dinner panels and invited our advertisers, as well as members of the press and analysts, to sample the content we were planning to cover at the event," said Director of Marketing **Lisa Rhorer**.

Rhorer said *InfoWorld* Editor-in-chief **Michael Vizard** was instrumental in strategizing the content for the event, recruiting speakers and evangelizing the event to *InfoWorld*'s readers and advertisers. "As one of the early identifiers of the Web services trend, his thought leadership attracts quite a following," she said.

Vizard said that *InfoWorld*'s events are driven by the content that appears in the weekly and that attendees are readers with a high affinity for *InfoWorld* content. "The conference allows *InfoWorld* to demonstrate the relationship it has with the readers that vendors are trying to reach in a way that statistics and surveys can't match," he said. "The conference was a success because the amount of interest in Web services as a new paradigm is extremely high. As a technology, Web services is the platform for the next generation of collaborative Internet applications."

InfoWorld's Web services conference is the first in a planned new series of events that will build on the weekly's coverage of hot new technologies. "They will all be designed to closely tie to our editorial mission and coverage in high-profile events that deliver cutting-edge information to attendees and connect advertising partners with new customers face to face," Ruffner said. The events will range from smaller half- and full-day conferences to larger, longer gatherings like the company's CTO Forum.

Besides Rhorer's three full-time events staffers – **Debby Courtney**, director of conferences and events; **Sarah Ammann**, events specialist; and **Amanda Jones**, events and conference manager — nearly 30 people from other InfoWorld departments worked on the Web Services event. Their responsibilities included producing and marketing the event and pulling together six sponsors, 14 emerging technology exhibitors and more than 70 speakers, including six keynote speakers.

"We had a stellar collection of speakers, plus our sponsors and our emerging technology pavilion all provided attendees with a first-hand look at how Web services are being deployed today and the challenges and successes others have encountered along the way," Ruffner said. Speakers and panelists took a look at the kinds of companies adopting Web services, how Web services will affect product development and whether end users will be able to reduce their dependency on older, 'legacy' software systems.

InfoWorld NEXT-GENERATION WEB SERVICES CONFERENCE

During the conference two-person teams from Beans Factory, CSG Professional Consulting and Xyant Technology competed to create the best Web services application in under 10 hours. Prizes were awarded for ease of use, feature-rich applications and demonstrating a complete business process. (Singapore's Beans Factory won.)

The next Web services event will be held on the East Coast toward the end of the year. For details contact Lisa Rhorer at lisa_rhorer@infoworld.com or go to http://nextgen.infoworld.com/.

CW marketing tool makes news

ADWEEK MAGAZINES
TECHNOLOGY MARKETING
MICHAEL SCHRAGE
SERIOUS MOVE
HITACHI finally builds brand in U.S., Europe
COMPUTERWORLD tells advertisers where to spend their money
BIG-BUDGET BRANDING
INTEL-LIGENTSIA
Pam Pollace leads Intel's marketing into the post-PC era

Computerworld's Integrated Marketing Study caught the eye of *Technology Marketing* magazine. The February issue not only discusses the research, but even generated a coveted call-out on the cover of the issue. Some highlights from the story:

"Tech publishers have long provided market research for their advertisers, but in this day and age, they're going the extra mile to keep clients in the fold. IDG's Computerworld, for example, has developed an interactive tool. The Integrated Marketing Optimizer helps the paper's advertisers and other IDG clients form their marketing strategy. We talked to a few clients who have used the tool. They say they have found it useful, either in altering their marketing strategy or simply as an affirmation that their current campaign is on course."

— Scott Van Camp, managing editor, Technology Marketing magazine

"One of the big things that jumped out was that in the security services sector, peoples predictions of the death of trade shows was vastly overestimated."

— Craig Kensek, director of marketing, Trend Micro

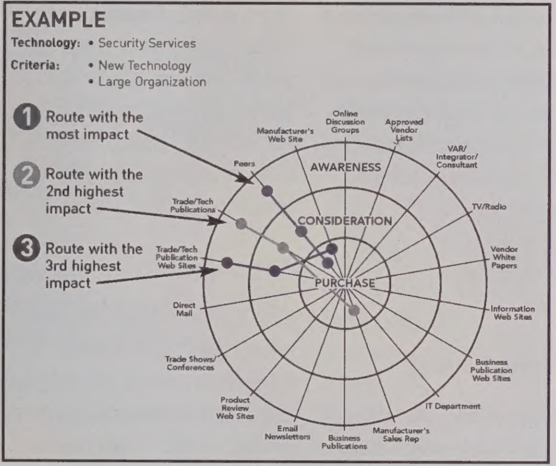
"With the art of marketing being [traditionally] much more qualitative than quantitative, the Optimizer tool turns that concept on its ear by applying a scientific spin and eliminating a lot of the guesswork."

— Janyce Harper, corporate communications manager, Siemens

Computerworld

continued from page 1

hancement to an existing technology) and the size company they are targeting: medium or large. The Optimizer then resorts the data to show the client the top three combinations of — or "information routes" through — 18 potential information sources that will result in the most purchases. For instance, the following example shows the top three combinations of information sources that will result in the most purchases for a security client with a new technology at large companies.


EXAMPLE
Technology: • Security Services
Criteria: • New Technology
• Large Organization
① Route with the most impact
② Route with the 2nd highest impact
③ Route with the 3rd highest impact
AWARENESS
CONSIDERATION
PURCHASE
Online Discussion Groups
Approved Vendor Lists
VAR/ Integrator/ Consultant
TV/Radio
Vendor White Papers
Information Web Sites
Business Publication Web Sites
IT Department
Manufacturer's Sales Rep
Business Publications
Email Newsletters
Product Review Web Sites
Trade Shows/ Conferences
Direct Mail
Trade/Tech Publication Web Sites
Trade/Tech Publications
Peers
Manufacturer's Web Site

Computerworld's Integrated Marketing Study identifies the "information routes" that lead to the most purchases.

"We've long known that the market craves research about the IT buying process and that IDG has realized great success with its 'Buying IT' research series," said Computerworld VP of Marketing **Derek Hulitzky**. "In the midst of the dot-com hangover where marketing budgets endure increasing scrutiny to generate ROI, we want Computerworld to emerge as a thought leader on the subject of integrated marketing — particularly how its science can be applied to craft tightly integrated and sensible IT marketing programs."

And while the Integrated Marketing Optimizer is a genuine value add for customers, helping them to make better and more scientific media marketing decisions, Hulitzky pointed out that there's quite a benefit for Computerworld's sales team too. "It's a beautiful way to show customers that Computerworld offers 14 of the 18 top sources of information that IT buyers rely on to make purchasing decisions. So not only do the study results help our clients market more efficiently, they also demonstrate how Computerworld offers a rich, diverse set of integrated marketing solutions." (See figure 1).

Computerworld's Integrated Marketing Report Card

18 Information Sources		Solutions from Computerworld		
		Available to you		The ones you use
1	Manufacturer's web site	✓	•weekly newspaper •email newsletters	
2	Recommendations/discussions with peers/colleagues	✓	•weekly newspaper •conferences and events •Executive Suite •online communities	
3	Web sites of trade and technical publications	✓	•Computerworld.com	
4	Trade or technical publications in print	✓	•weekly newspaper	
5	Direct mail pieces including catalogs from a manufacturer or vendor	✓	•subscriber lists	
6	Trade shows/conferences	✓	•Storage Networking World •Premier 100 IT Leaders Conference •The Computerworld Honors	
7	Product review web sites	✓	•Computerworld.com	
8	Email newsletters you subscribe to	✓	•email newsletters •custom-published webzine	
9	Internal MIS department	✓	•weekly newspaper •Computerworld.com •email newsletters	
10	Informational web sites	✓	•Computerworld.com	
11	White papers from vendors or technical publications	✓	•white papers •weekly newspaper •Computerworld.com	
12	Organizational procurement list/approved vendor lists	✓	•weekly newspaper	
13	Online discussion venues dedicated to technology	✓	•online communities •Executive Suite	
14	Manufacturer's sales representative	✓	•leads from subscriber lists •email newsletters	
15	TV or Radio			
16	VAR, SI/Consultant			
17	General business or interest publications or newspapers in print			
18	Web sites of general business or interest publications or newspapers in print			

Figure 1. This chart shows the top 18 sources of information that IT buyers use to make purchasing decisions. Computerworld offers 14 of these sources.

Each member of Computerworld's sales force has a copy of the presentation used to relay the findings, as well as the query tool that sorts the data based on client-specific criteria. "Under the leadership of [CW Associate Publisher] **Sherry Driscoll**, the sales force has done a great job of getting this study in front of clients and using it to their advantage in a very difficult market," Hulitzky noted. There is no charge to interested clients and prospects for Computerworld to present the findings and to run queries against the data. "There is, however, a charge for the Computerworld information sources — print, online and events — in which the client eventually invests!" Hulitzky quipped.

According to Topping, clients are quick to see the value of this research. "It has opened the door for relationship-building with crucial but hard-to-reach decision makers," Topping said. "Research like this helps Computerworld reps move their client relationships to play a role at the start of the decision-making process vs. just simply trying to sell them advertising options. The implications are tremendous, elevating the reps from salesperson to sales consultant and allowing them to get more strategically involved with the vendor and agency community."

Computerworld Account Director **Laurie Marinone** recently demonstrated the Optimizer to media representatives at Carat F2F who were thrilled to see events/tradeshows score so well as an information source. Noting that this study is one of the only pieces of research to prove the value of events, the agency gave the study its endorsement and is eager to help promote it.

Hulitzky added that this study represented a great example of collaboration among everyone on the marketing team — Director of Audience and Market Research **Joanne Oteri**, Research Analyst **Seanna Maguire**, Senior Graphic Design Specialist **Joe Mola**, Marketing Specialist **Cecelia Shipley** and Marketing Assistant **Erin Keefe** — each of whom played an important role in deploying the study to the sales force. WU

noteworthy people

Nissalke

JACQUELINE CLAUSE

Baskin

KRISTEN McISAAC

Garretson

IDG WORLD UPDATE

Promotions

IDC Application Analyst **Ludmila Kozina** has been promoted to senior applications developer. A thee-year veteran of IDC, Ludmila began as a Lotus Notes developer, spending much of her time maintaining the Master Product Database. "During this period she became the resident expert on IDC's product and pricing structure," said **Chris Greene**, director of application development. She subsequently transitioned to the Sekai project. "From a technical perspective she learned, extended and maintained the Sekai system. She watches over it as if it were her own child," Greene said.

IDC's **Keith Therrien** moves from manager of Web development to director, application development. "Keith has been the leader of the Sage development team," said IDC CIO **Mitchell Rose**. "He has managed three very senior developers and built a cohesive team. Besides managing tasks and priorities, Keith is the technical lead of the project, with overall understanding of the database systems, integrations, processes and environments. He is a hands-on manager who spends time writing code as well as managing. Keith has been with IDC for about a year and has become the invaluable go-to person for the idc.com site." In addition to a master's degree in mechanical engineering from MIT, Keith has two patents dealing with composite material structure."

Mustafa Mustafa, formerly *Macworld* U.K.'s group advertising manager, has been promoted to the newly created position of associate publisher. "Mustafa has an excellent knowledge of the Macintosh industry in the U.K., "said Macworld Business Unit Publisher **Guy Eaton**. "His knowledge and experience will be extremely valuable in the continued development of the *Macworld* brand to the benefit of both advertisers and readers." Mustafa joined *Macworld* U.K. in 1995 as a sales executive and in 1998 was named advertisement manager.

New employees

Holly Nissalke joins *InfoWorld* as VP of marketing. With 11 years of high-tech marketing and sales experience both on the agency and client side, she was most recently director of group marketing and research for the Business Technology Group at CMP, which includes *Information Week*, *InternetWeek* and *Network Computing*. She also co-founded an Internet start-up in the application services provider space. She holds a B.S. in political science and economics from the University of Utah and an M.S. in communications from Syracuse University in Syracuse, N.Y. In her spare time she enjoys skiing, running, and buying "weird jewelry" at estate sales.

InfoWorld also welcomes Copy Editor **Richard Gincel**, who most recently worked for Microsoft as a content producer. He has a B.S. in journalism from Georgia State University in Atlanta. A runner who finished his first triathalon last August, Richard spends his free time exploring San Francisco.

Previously with Ziff-Davis Media's ZCast.TV where she was an editor and news anchor, **Sarah Baskin** joins ITworld.com as a Webcast producer. She graduated from Harvard University in Cambridge, Mass., with a B.A. in psychology and enjoys theater and music.

Transfers

IDG Communications Account Executive **Cristi Brown** is now a sales associate at InfoWorld in San Mateo, Calif. Cristi has a B.S. in business administration from the University of Oregon. In her free time she enjoys skiing, hiking and taking long walks around San Francisco.

Returning employees

Cara Garretson has officially rejoined the IDG News Service as Washington, D.C., correspondent after filling in on a temporary basis. She began her IDG career in 1992 when, as Cara Cunningham, she was the News Service's first U.S. correspondent and later served as Paris correspondent for two years. Cara was the Boston-based section editor for *InfoWorld* from 1996-99 and subsequently worked for Potomac Tech Journal and Red Herring. Cara has a B.A. in communications and history from Simmons College in Boston and is pursuing a certificate in landscape design from George Washington University in Washington, D.C. Gardening, movies and learning to knit are her leisure pursuits.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

View classified ads in Marketplace

Employees worldwide may post and view classified ads on IDG World Update Online's Marketplace section, on the home page at www.idgworldupdate.com). Here are a few excerpts from current listings:

FOR RENT

Two-bedroom beach house for rent on beautiful, white sand beach at Pine Point, Scarborough, Maine (two hours north of Boston). Located on a peninsula with fishing and sandbars at low tide. Available June through September, $900 per week. Call Tom or Cindy Field at 603-772-0031 or contact Tom at tfield@cio.com. See the website at http://hometown.aol.com/ourbeachhome/beach.html.

FOR SALE

1995 Ford Escort for sale. 120,000 miles, mostly highway. Red, 4-door, hatchback, power windows, alarm system, automatic. Exterior/interior in good condition. Asking price $3,000. Contact: **Laurie Palmer**, Network World, lpalmer@nww.com

China, crystal and flatware. Never been used. Lenox Spring Vista pattern china, six place settings. Mikasa Golden Lights Crystal - (6) wine goblets, (6) iced tea/water goblets. $500 or best offer. Set of six settings of flatware and serving pieces, "Pirouette" from Mikasa. $200 or best offer. Contact: **Christie Combs**, IDG Interactive Sales, christie_combs@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Marion Kibbee *IDG*

23

Mary Upton *IDC*

16

Linda Gorgone *Computerworld*

15

Penny Stevens *IDG*
Susan Collins *Network World*
Vincent Half *IDG Netherlands*

14

Clare Gillan *IDC*

13

Lucy Chaudhuri *IDC U.K.*

12

Györgyi Birkus *IDG Hungary*
Nieves San Roman *IDG Spain*
Pilar Tejero *IDG Spain*
Magdalena Saiz *IDG Spain*
Amanda Patrick *IDG Australia*

11

Raimon Gort *IDG Netherlands*

10

Lázsló Horváth *IDG Hungary*
Mieke Erkelens *IDG Netherlands*
Berend Harmens *IDG Netherlands*

9

Doni Moore *IT World Canada*
Joan Kelliher *IDG*
Michael Mutrie *Computerworld*
Diane Hacker *PC World*
Josef Kalasek *IDG Czech*

8

Wim Gijse *IDG Netherlands*
Fred Driessen *IDG Netherlands*
Yukimi Chiba *IDG Japan*

7

Elinet Medina *PC World Latin America*
Trino Ramos *PC World Latin America*
Richard Dean *IDC*

6

Judy Bratton *PC World*
Sylvia Maurerova *IDG Czech*
Michael Carbonneau *IDC*

5

Jerry van Ommeren *IDC Benelux*
Susan Fischer *IT World Canada*
Gerd Zell de Sousa *IDC Brazil*
Kristen McIsaac *ITworld.com*
Rob Colraine *IDC Canada*
Grace Aquino *PC World*
Nicole Comiskey *IDC*
Kat Auch *IDG Games Media Group*

4

Mikael Arnbjerg *IDC Denmark*
György Krizsán *IDG Hungary*
Beth Senges *CXO Media*
Roman Maceska *IDC CEMA*
Robin Giang *IDC Hong Kong*

3

Attila Mártonffy *IDG Hungary*
Ernesto Cordero *IDG*
Katerina Reblova *IDG Czech*
Weili Su *IDC*
Pavle Ciganovic *IDG Netherlands*
Laurens Verhagen *IDG Netherlands*
Kei Hiraide *IDG Japan*

2

Ronald Grospe *InfoWorld*
Ursula Tolaini *PC Advisor*
Nico Urbani *IDC U.K.*
Todd Hall *IDG*
Brendon LeBlanc *IDG World Expo*
Cara Peters *Network World*
Jennifer Torres *Mac Publishing*
Su-Tsen Wu *IDG*
Cynthia Seavey *IDC*
Jan Siroky *IDC CEMA*
Alan Taylor *IDC CEMA*
Andrea Moné *IDG Netherlands*
Bree Charlton *IDC Australia*
Alberto Capolino *CXO Media*

1

Åke Lunden *IDC Sweden*
Nicolai Tejlgaard *IDG Denmark*
Rozi Poor *IDG Hungary*
József Szigetvári *IDG Hungary*
Carmen Lancho *IDG Spain*
Irene Mayr *IDG Switzerland*
Frederico Thompson *IDC Brazil*
Katja Seyfferth *IDG Germany*
Michael Avery *Network World*
Tina Barnes *Network World*
Ken Mingis *Computerworld*
Lorinda Witham *IDG*
Frantisek Jerabek *IDG Czech*
Kamil Pittner *IDG Czech*
Hana Kucerova *IDG Czech*
Julie Rahal *IDC*
Kirk Mitchener *IDC*
Keith Therrien *IDC*
Ron Greco *IDC*
Margreet Kwaks *IDG Netherlands*
Jan Dirkzwager *IDG Netherlands*
Jan de Groot *IDG Netherlands*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

MVG committee helps Corporate Services Group put mission into motion

The Corporate Services Group recently held a luncheon to honor the members of its MVG Task Team. Pictured holding their certificates of appreciation are (l-r): ***Amy Capistran, Jessica Taylor, Jane Jordan, Michelle Chase*** *and* ***Ardley Yee****.*

IDG's Framingham, Mass.-based Corporate Services Group provides accounting, credit, finance, IS, legal, office management and tax services to IDG's U.S. business units. To help foster better working relationships among these various functions, the MVG (Mission, Vision, Goals) Task Team plans a variety of events throughout the year that promote the mission of the group. For example, in 2001, it organized an Open House in which each department hosted an informational session for employees to learn more about each group's operations. In addition, the MVG team sponsors the twice yearly MVG Gold Awards, a peer-to-peer recognition program that lets employees offer public acknowledgement of colleagues' outstanding service. WU

celebrating 10!

Name
Chen Qiuna

Home
Beijing

Joined IDG
November 1990

Career path since joining IDG
1990-1993, reporter and editor, *New Product World* (changed *to Telecom World* in 1994); 1993-1997, director, Advertising Department and vice director of *Electronic and Computer Design World*; 1997-1998, director of Advertising Department and director of *Electronic and Computer Design World*; 1998-present, director of Advertising Department and executive publisher of *Electronic and Computer Design World*.

Memorable moment at work
Being appointed publisher of *Electronic and Computer Design World* in 1998. At that time, two editors left the magazine to start a new publication, taking some of our ad clients and staff with them. That year was the most difficult one for both the magazine and myself because we had to almost start over again from scratch.

What's kept you at IDG for 10 years?
IDG is a company well-known throughout the world. It offers me a flexible working environment and goals I enjoy working toward. It offers me an opportunity to develop my professional abilities, and I love my job.

Interests outside the office
Singing and dancing.

Most rewarding thing you've ever done
The 10 years since I joined IDG have been the most exciting and wonderful years of my life. I was involved in the launch of *Electronic and Computer Design World* and now it has become a well-known magazine in China. In 1998, it was deemed a "National Grade -A Scientific and Technological Magazine," the highest award in its field. In 2000, our magazine was selected as "Famous Brand Magazine" from nearly 10,000 magazines nationwide. Although I have no children, the magazine is like my son.

What talent do you wish you had that you don't have?
After China enters into the World Trade Organization, the competition in the publishing industry will be more severe. I would like to get further training in mass communications in order to manage our magazine even more professionally.

Chen Qiuna *joined IDG Chairman* ***Pat McGovern*** *for dinner in Beijing to celebrate more than a decade of service with IDG.*

One possession you'd grab if your house were on fire?
My two male Maine coon cats. They are like my children.

If you won the lottery tomorrow, you would
Travel around the world and establish a foundation at *Electronic and Computer Design World* to support the poor and those who cannot afford to go to school.

Favorite vacation spot
Before 1994, that would have been Hawaii. But I have been there twice since, and I think it is just so-so. Now I would like to go to a natural and tranquil place surrounded by mountains and rivers.

Your idea of a perfect day alone?
Watching videos, getting on the Internet, listening to music and going shopping.

Retirement dreams?
Traveling around the world. After that, I would like to participate in dance competitions for the elderly and write books on sales and on my experience in running magazines.

Manager's profile
"Chen Qiuna is a devoted and capable publisher. She dared to take the challenge when she transferred from an editor to advertising director and then to publisher. I can still remember when she was appointed as the publisher, she did not quite agree. However, when she decided to take the challenge, she did a good job. She is a good team leader; very few of her employees have transferred to other companies in the past few years. She not only takes good care of her two cats, but also her employees and customers."

—Hugo Shong, president, IDG China

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joe Mola *Computerworld*
Karen Ren *IDG China*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

25 FEBRUARY 2002
VOLUME 32, NUMBER 6

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IGS rolls out unprecedented cross-IDG media effort for CeBIT

Thirteen European Computerworld publications participate in program

The world's biggest IT trade show is getting a big push from IDG. An IDG Global Solutions (IGS) special task force has taken on two assignments in preparation for next month's CeBIT trade show in Hannover, Germany: develop inventive advertising packages that maximize IDG's print, online and special-project incremental revenues and provide IGS clients and advertising agencies with creative media opportunities and packages unique to IDG.

CATHERINE SPENCE

*The success of the CeBIT project has generated great interest among IDG clients and ad agencies that want to roll out the CeBIT-style program to other major IT events — an opportunity **Helen Butcher** says "we look forward to pursuing." Above, the IGS team responsible for the CeBIT program (l-r): Butcher, **Shane Hannam**, **Philip Christer**, **Dominic Child** and **Eduardo Beltrão**.*

"IDG Germany in particular has a long-standing relationship with CeBIT, and we set out to leverage this and consolidate the IDG relationship with the show across Europe and worldwide," said IGS EMEA Account Manager **Helen Butcher**.

After two months of planning, Phase One of the program kicked off last November with IDG Germany staff visiting a variety of key IGS U.K. clients and agencies to present CeBIT information and IDG Germany's CeBIT print, online and recruitment offers. The aim of Phase One was to raise awareness and generate interest in CeBIT 2002 and associate IDG Germany as the ideal CeBIT marketing partner.

Phase Two, which ran in December 2001, reinforced this message with a direct mail teaser sent to leading IGS agency and client contacts across EMEA and the U.S. Designed by IGS Marketing Executive

continued on page 5

Big deal!

*IDG Denmark's **Preben Engell** (l) and **Birgitte Rygaard** sign their company's largest print advertising contract with HP's Per Østergaard Jacobsen. See story page 4.*

IDG World Expo/Asia launches first bio-IT event

In response to the burgeoning bioscience industry in Asia, particularly in Singapore and Hong Kong, IDG World Expo/Asia became the first IDG business unit to roll out a bio-IT event this year with the debut of BioITWorld Conference & Expo, held Jan. 29-30 in Hong Kong.

The first event of its kind in Asia, BioIT World focused on the convergence of biotechnology, IT and life science. Leading visionaries from life science, biotech development, medical science, as well as IT applications/solutions firms, venture capital/investment firms, research companies, academia and media explored how informatics and bioscience have combined to create a new landscape for technological advancement and breakthroughs in medical science.

BioIT WORLD
CONFERENCE & EXPO

The event ran concurrently with MedPharma World, another inaugural IDG-owned conference. MedPharma World targeted medical and pharmaceutical professionals and addressed, among its many topics, the latest discoveries and developments in medical and pharmaceutical related research, innovative treatment technologies, advanced medical and therapeutic equipment, new drug manufacturing and investment and business strategies for funding bio research, drug development projects and transforming laboratory research into marketable products/services.

continued on page 7

what I've learned so far about...

*As part of an ongoing series about lessons learned in publishing, IDG World Update will feature individuals from across IDG. This week, **Maryfran Johnson**, editor-in-chief of Computerworld, shares some thoughts. Reach her at maryfran_johnson@computerworld.com.*

Online/print integration

At the crest of the dot-com mania in the summer of '99, the editorial staff of *Computerworld* took on the challenge to "Think Online First." It was my first high-profile mission as the new editor-in-chief — to truly madly deeply integrate our print and online operations. Along the way, we had to readjust nearly all of our deeply ingrained print journalism reflexes and attitudes.

We had to learn to think in terms of delivering stories, information and other resources to readers via whatever channel they chose — a story in the newsweekly, an alert in an e-mail newsletter, a discussion forum posting or a breaking news story online. We had to reorganize our workflows, change people's jobs, redesign the Web site, broaden our skill sets and sustain the high quality of the *Computerworld* brand in print as well as online. Whew. No wonder everybody could use a nap around here.

So, what did we learn along the way about turning a traditional print operation into a blended family of print and online offerings? What you see below isn't just one editor's opinion, but rather the collected wisdom of several key players in our ongoing editorial drama. I asked Editorial Director **Tish Keefe**, Online Managing Editor **Sharon Machlis**, Web Director **Tom Monahan** and Knowledge Center Director **Mitch Betts** to spill their best practices and lessons learned for their IDG colleagues.

Heartfelt advice, tips and tactics

- Once you've got that all-important support from the top management, realize that you have to constantly, relentlessly sell this mission to the staff. Draw attention to and celebrate – daily, weekly, whenever you can – each success in this gradual cultural change. Little prizes and small rewards to recognize progress go a long way.

- Cross-pollinate your staff skill sets among the designers, the editors, the writers, the Web folks. Move a print designer into a Web team role. Bring a print news editor online fulltime. Take an online idea and turn it into something new in print. That's what we did with our Knowledge Centers (monthly in-depth content packages built around tech topics such as wireless, CRM, etc.), which are our most shining example of online/print integration.

- Put your best writers online, and make it an attractive career path for senior people as well as newer hires. Make it part of every writer's job description to contribute to online (and adjust section/feature workloads accordingly so no one is overwhelmed).

- Develop a Web taxonomy (yes, it's as torturous as it sounds!) to organize your content by topics rather than by story types. (When our latest Web redesign makes its debut in April, you'll see what we mean.)

- Establish new structures and processes, and stand by them. We set up twice-daily news feeds with iron-clad deadlines. We developed exact procedures for online copy-editing that mirrored the same quality controls as print.

Red alerts and other dire warnings

- Don't keep your print and online staff separated. Share resources, rewards, ideas, meetings — everything you can think of to share. Sit the editors from both sides together so they'll talk and exchange ideas. You'll need dedicated online editors to handle the constant pace of daily news feeds, but every reporter on staff should be contributing to online.

- Never treat online content as "leftovers" from print. Do exactly the opposite: Ask reporters and editors to find and create high-value information for online exclusives.

- Don't hold back on scoops. Don't save that exclusive research survey for print. Put everything online as soon as it's ready. Holding back anything will only convince your staff that the Web is still playing second-fiddle to print.

- Really listen to your in-house Web experts. Don't let your editors roll their eyes over the technical reasons when the Web team raises cautions about somebody's cool idea. The intricacies of database publishing and content management are fundamentally different from most traditional publishing processes.

Unexpected benefits and gratifying discoveries

- Online provides unparalleled direct access to your readers and what they're thinking. It's got focus groups beat by a mile. In moderated forums, you can tap into the reader mindset for ideas, quotes, sources, sanity checks.

- The more you integrate both media, the more career opportunities you create for your staff. During the height of the dot-com defections, we kept some of our best people from leaving by having new career challenges to offer.

- The more we coordinate both media, cross-pollinate our skills and celebrate every small step forward, the more positive everyone feels about our own future. In today's tough times, that's priceless.

CW's Web numbers back online strategy

"Computerworld's online traffic numbers are reported on a monthly basis, and in January 2002 saw a 22% increase over 2001 in unique visitors. We also clocked in a 32% increase in page views, and visitors spent an average of 5% more time on site per visit. This is producing a revenue increase in a tough economy. Using that same January 2002 vs. January 2001 comparison, we saw a 54% increase in revenue for January year over year. Our full year is forecasting out to a 33% full year revenue increase over last year."

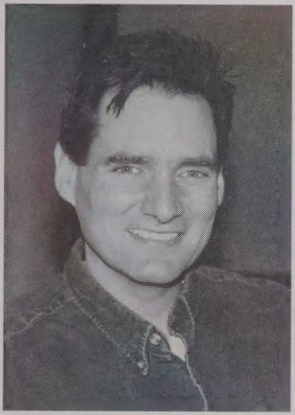
— *VP Online **Rick Broughton***

Have you learned some lessons along the way in editorial, sales, marketing, production or circulation that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

primer

back to basics

Michael Siggins
CXO Media's group director, Custom Publishing, is this week's columnist. He may be reached at msiggins@cxo.com.



CXO Custom Publishing at a glance

Number of employees in customer publishing group
Six full time staff plus countless outside editorial and design contributors.

CXO Media begins offering custom publishing services
3 years ago

Number of projects being juggled at any one time
We could have multiple supplements in each publication (*CIO*, *Darwin*) as well as Web work and a custom magazine. We do not turn work away!

Q What is custom publishing and why do companies engage in this form of publishing?

A Custom publishing is the hybrid of journalism and marketing. Targeted, editorial-like content that tells the client's story in a credible format and offers measurable results. These days, custom "content" is a more appropriate name since it is not limited to published (printed) pieces but extends to online content, newsletters and content and materials for events and conferences.

Our group develops supplements to magazines (both IDG and non-IDG), custom magazines, Web content, e-mail and print newsletters. We also offer a range of consulting services for content and publications development. Custom supplements and magazines are very well-received by our audience and in the consumer markets. The custom publishing industry is currently more than a $1 billion industry and growing steadily.

The choice of delivery mechanism is always up to the client, but we stress the effectiveness of integrated programs. Custom publishing should never replace ROP advertising and vice versa. Custom pieces tell much more of a story and yield different results than a page of advertising, which usually is promoting a brand or a product. Custom content tells a story of that brand, that product and even the thought leadership behind it — and most important — how the client's solutions will make the reader successful.

Q How does a custom-publishing project evolve?

A Our clients are a mix of our core book advertisers and prospects we have sought out and those who have approached us off the street. *CIO* and *Darwin* magazines are leaders in their fields for content, design and audience, and our incredible custom publishing staff develops products that complement those attributes. Just as *CIO* and *Darwin* readers expect information between the covers to enable them to succeed at their jobs, so are their expectations for the custom pieces we run as supplements.

Development of custom pieces follows a similar development cycle to any magazine, since they require the same steps: concept development, editorial development, design, production and distribution.

Sales efforts are made by our magazine sales reps, our Custom Publishing Director **Mary Gregory** and myself.

Q Who writes the editorial for custom publishing projects?

A Most often the writing is done by the CXO Custom Publishing editorial teams. Some clients do contribute content, but they rely on our seasoned journalists and editors to develop credible, quality content or to bring their submitted content up to the level of our own.

CIO and *Darwin* magazine staffers never contribute to custom content to maintain the editorial integrity of those publications. Our custom editorial staff, however would make most magazine publishers envious: we draw on top journalists from the business and tech sectors and across numerous verticals. All are accomplished journalists with bylines in nearly every major publication.

Q How much control does the client have over the editorial?

A They have compete control as we put them in the publisher's seat. Yet they seek our services because of the high quality work we do and they look to us for complete guidance.

Q Are custom publishing projects typically single- or multi-sponsored?

A The majority have a single sponsor, but we do a good number of projects which involve funding from partners and associations.

Q How do you ensure that readers are not confused about the source of the editorial in a special supplement or custom publishing project?

A We follow American Society of Magazine Publishers guidelines when including custom pieces as supplements, which call for clear labeling for sponsored supplements. Many other custom publishing groups try to trick the reader by including sponsored content to look like it is part of the editorial well of a magazine. Our readers are too smart to be fooled like this, and it can be so damaging for the host publication, the content sponsor and the publisher. At CXO Custom Publishing, all of our delivered content (custom and straight editorial) is well-received by our readers. Advertising and sponsored content alike is just as useful to this hard-to-reach, influential audience that looks to our publications to help them in their careers.

Q What makes a custom publishing project successful?

A If the project meets the clients needs (typically in generating leads) we are both successful. We have a large amount of repeat business.

IDG Denmark signs biggest print advertising deal in company's history

Earlier this month, IDG Denmark's Director of Sales **Birgitte Rygaard**, along with Managing Director **Preben Engell**, signed the largest print media advertising contract in IDG Denmark's history. Under the terms of the preferred partnership deal, which is worth 6 million Danish crowns (US$705,900) and was three months in the making, Hewlett-Packard has committed to advertise in every issue of *Computerworld* and *IT Branchen* for the remainder of 2002. The deal also calls for a minimum of 10 inserts throughout the year. In return, IDG provides specific placement, an across-the-board discount on ads inserted in *Computerworld*, *IT Branchen* and *PC World* as well as testing of advertisements and inserts. Other IDG Denmark employees instrumental in closing this deal are Sales Consultant **Mikkel Ekenberg** and Chief Consultant **Anders Ovesen**.

All smiles after signing the largest print advertising deal in IDG Denmark's history are (l-r): Per Østergaard Jacobsen, HP; Einar Nicolaisen, Initiative Universal (HP agency): Merete Lester, HP; ***Birgitte Rygaard****, IDG Denmark;* ***Mikkel Ekenberg****, IDG Denmark;* ***Anders Ovesen****, IDG Denmark; and* ***Lars Østermann****, IDG Denmark.*

The testing of advertisements and inserts is a particularly popular value add, according to Ovesen, who explained that the company has contracted with a well-known agency to provide feedback on the campaigns of a select group of clients. Tested against the AIDA (Attention, Interest, Desire, Action) model, the 25-page analysis is considered a valuable service by clients who can make adjustments based on readers' response to their ads. "It is also a valuable tool for IDG Denmark as it helps strengthen the relationship between us and our client," Ovesen said.

According to **Susanne Arildsen**, Nordic research director at IDC Nordic, much of what is perceived as an "IT crisis" in the current economic downturn is in people's heads. "By acting in a positive way, spending money on advertising in an attempt to capture market share, HP may well contribute to reviving its industry," Rygaard said. "I believe that HP, along with IBM, Microsoft, Compaq and Dell to name just a few, are beginning to refuse to accept this market stagnation any longer. Therefore, these companies, too, may find such partnerships of renewed interest."

For more information contact Birgitte Rygaard at b.rygaard@idg.dk. WU

Coming up

Security Tech Update/Tokyo 2002
March 19-20
Tokyo International Forum
Tokyo
www.idg.co.jp/english/expo/index.html

IDC's Directions 2002
March 20
Hynes Convention Center
Boston
www.idc.com/events

Macworld Tokyo 2002
March 21-23
Tokyo Big Sight
Tokyo
www.idg.co.jp/expo/macworld2002/index.html

IDC's Directions 2002
April 3
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

Computer Telephony World Expo/Tokyo 2002
ECRM Solution 2002 Conference & Expo
April 24-26
Tokyo Big Sight
Tokyo
www.idg.co.jp/expo/ctw/index.html

Channel World Expo
April 25-27
A ComputerPartner Germany event
Offenbach Trade Fair Center
Offenbach, Germany
www.channelworldexpo.de/

IDG Global Solutions

continued from page 1

Joanne Williamson, it matched all IGS/CeBIT marketing collateral and delivered the message: 'IDG is ready for CeBIT — Are you?'

Butcher said the clients IGS targeted included not only its top accounts but also all IGS clients with a confirmed booth in Hannover. "This targeting has allowed us to leave no stone unturned and secured us some great deals with smaller clients," she said.

Phase Three was rolled out during January and February with a road show of IGS agency presentations. IGS' CeBIT presentation includes a post-9/11 IDC IT market update, a CeBIT 2002 update, IDG Germany media offers and IDG European media offers across print and online. "The aim here was to build on the interest in CeBIT and association with IDG across Europe as a complete-solution marketing platform within the value-added context of a news-breaking IT market update," Butcher said.

> *The CeBIT program is part of IGS' wider strategy to move toward strategic partnerships with important clients and agencies. "By creating this and other special projects, we are consolidating our position as the first port of call for creative cross-platform client briefs."*
>
> *— Helen Butcher*

February's Phase Four saw e-mail updates delivered to important agency contacts on a range of IDG media offers in the hopes of influencing client planning for the March 2002 period. At the same time, a second direct mail teaser was sent with a cover letter reinforcing the message of CeBIT readiness.

"The CeBIT 2002 program is the first time IGS has put in place a dedicated team to develop strategic marketing links between IDG media and an IT platform event across a range of countries," Butcher said.

Thirteen publications in the *Computerworld* product line are participating in the program (see sidebar). All of IDG Germany publications and Web sites are also included in the program. Clients can target 11 Web sites in Germany alone, plus the various *Computerworld* sites.

"Outside of Germany, we have focused our efforts on the *Computerworld* product line because it delivers the target audience focused on by the majority of clients with a clear CeBIT marketing strategy," Butcher said. "Also, because of its news-based nature, it is the *Computerworld* publication that focuses on CeBIT specials and reports, allowing clients advertising to leverage this specific editorial context. A perfect example of this is *Computer Sweden's* CeBIT supplement."

The response to date has been positive. "We have already met the targets laid out for the project with client wins including HP, Autonomy, Brocade and Xerox, to name but a few," Butcher said. Brocade, for example, has integrated IDG print and online in a targeted campaign running across *CIO*, *Computerwoche*, *Network World* and *tecChannel* in Germany, a deal that includes display ads, online section sponsorship and text links. "We've also been successful in raising IGS' profile with clients and agencies by showing clear thought-leadership with new and creative media opportunities proposed in an educational context," she added.

The CeBIT program is part of IGS' wider strategy to move toward strategic partnerships with important clients and agencies. "By creating this and other special projects, we are consolidating our position as the first port of call for creative cross-platform client briefs," Butcher said. "Some of the client success stories for the CeBIT program are existing IGS clients, others are new, and we are already in talks with the new clients promoting other opportunities with IDG and using this as a platform to explore new business opportunities."

The success of the project to date has already generated great interest among IDG clients and ad agencies that want to roll out the CeBIT-style program to other major IT events, such as Comdex 2002. "Those are opportunities we look forward to pursuing," Butcher said.

The IGS U.K. CeBIT task force that managed and coordinated all the efforts of the IGS offices across EMEA and the U.S., consisted of Butcher as project manager, **Philip Christer** (business development), **Shane Hannam** (international sales), **Eduardo Beltrão** (online business development) and **Dominic Child** (recruitment). Butcher said the team was put together to maximize the potential of all IDG media in this program and so a representative from each area of expertise was included.

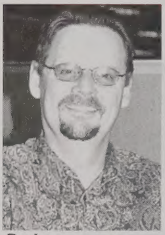
For more information contact Helen Butcher at helen_butcher@idg.com.

CeBIT players

Publications participating in IDG Global Solutions CeBIT 2002 program include the following:

Computerwoche
Computer Weekly (U.K.)
Le Monde Informatique
InfoWorld Netherlands
Computerworld Italia
Computerworld España
Computerworld Portugal
Computerwelt Austria
Computerworld Schweiz
Computer Sweden
Computerworld Norge
Computerworld Denmark
Tietoviikko (Finland)

noteworthy people



Dodge

Bajenaru

Hyman

Mellish

Russell

IDG WORLD UPDATE PHOTOS

New employees

After nearly 20 years with Ziff-Davis Media, most recently as vice president of news and *eWeek*'s editor-at-large, **John Dodge** is now *Bio-IT World*'s executive editor/IT. He was also an e-business columnist for the Wall Street Journal Online and has contributed technology columns to *The Boston Globe* and the *Atlanta Journal-Constitution*. *Technology Marketing* has named him one of the 25 most influential computer technology journalists five times.

Web Editor **Catherine Varmazis** comes to Framingham, Mass.-based *Bio-IT World* from PennWell Publishing where she was managing editor of Supply Strategy. She holds a B.A. in classics from Wilson College in Chambersburg, Penn., and a master's in education from the University of Massachusetts/Lowell. She relaxes with reading and knitting.

Gina Bajenaru has been hired by *Bio-IT World* as marketing communications manager, coming from Veritas Software where she was a senior product marketing manager. She earned a B.S. in advertising and public relations from Boston's Emerson College and enjoys sailing and photography.

Also joining *Bio-IT World* is Account Manager **Jeffrey Hyman**, coming from *Information Week* where he held a similar title. He holds a B.S. in marketing and communications from Babson College in Wellesley, Mass., and an M.B.A. from Boston's Suffolk University. He enjoys tennis, hockey and running in his spare time.

Bio-IT World Sales Assistant **Robyn Mellish** previously worked at *Internet Week* as a senior sales assistant. She trains Girl Scout troop leaders during her off hours.

Macworld U.K. welcomes **Andrea Mason** as a classified sales executive. She's a recent graduate of the University of Teesside in Middlesbrough, U.K., where she earned a BSc in applied science and forensic measurement. She enjoys spending time with friends, dancing and cooking.

Returning employees

After acting as its independent media consultant, *Bio-IT World* has hired **John Russell** as executive editor. Once editor-in-chief of IDG's *Solutions Integrator*, he has also worked as associate publisher of Cahners Publishing's *Reseller Management* and editor-in-chief of *Electronics Purchasing*. He holds a B.A. in journalism and a B.S. in biology from Boston's Northeastern University. An "aspiring but bad blues guitarist," he also enjoys fly fishing and weekends at his cabin in Maine.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

15

Mark Sullivan *IDC*

12

Kelly Crowley *Macworld U.K.*

11

Bill Reinstein *ITworld.com*
Christine Gibney *Network World*

7

Mark Hobson *IDG New Zealand*
Elaine Cummings *CXO Media*

5

Lizzy Houks *IDC Benelux*

2

Amanda Buick *InfoWorld*
Dawn Petersen *ITworld.com*
Nathan Wood *Digit U.K.*
Stephen Early *Macworld U.K.*
Tommy Peterson *Computerworld*
Ed Albro *PC World*
Paul Shinhira *IDG Central Services*
Jane Benoit *IDG Communications*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Cynthia Mollus *CXO Media*
Susannah Patton *CXO Media*
Sarah Scarlet *CXO Media*

1

Carsten Norton Pedersen *IDG Denmark*
Douglas Faulkner *IT World Canada*
Julian Zipparo *IDG New Zealand*
Serene Wong *Computerworld Singapore*
Tom Krazit *IDG News Service*
Danielle Roy *IDG News Service*
Brandice Burton *IDC*
Ruthbea Yesner *IDC*
Ross Sealfon *IDC*
Gina Pei-Chun Liao *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Discounted employee rate of $300 for IDC's Directions conference

IDC has made available a special $300 registration rate for employees of IDG business units who would like to attend the upcoming Directions conferences in Boston (March 20) and San Francisco (April 3).

Now in its 37th year, Directions has earned a reputation of being the premiere conference that provides IT market insight and explores the complex issues shaping the industry and how those issues affect business.

To register:
- Call 800-605-5849 or 508-597-0133
- Mention the offer code IDG EMP

For additional information, go to www.idc.com/Directions02.

New URL for PC World Malta

PC World Malta recently moved its Web site from www.bms.com.mt/pcworld to www.pcworldmalta.com.

BioITWorld

continued from page 1

*IDG World Expo/Asia President **Gary Fung** welcomes attendees to BioITWorld and MedPharmaWorld. The logos of 22 supporting organizations and 30 sponsors are displayed in the background.*

*IDG World Expo/Asia Project Manager **Paul Szeto**; Bernard Lo, chief stocks editor and host, CNBC Asia Pacific; Vivian Lam, marketing manager, RSA Security; Marketing Communications Manager **Tina Lau**; Project Manager **Dorothy Fung**; Senior Account Manager **Mila Leung**.*

Upcoming BioITWorld Conference & Expo events

Boston
March 12-14
World Trade Center Boston
www.bioitworld.com

Singapore
May 28-29
Singapore International Convention & Exposition Centre
www.bioitworldexpo.com.sg

Beijing
July 2-3
Beijing International Convention Centre
(URL under construction)

San Francisco
Aug. 13-15
(held concurrently with LinuxWorld Conference & Expo)
Moscone Center

The combined events – which were profitable – attracted 39 primarily local exhibitors and 3,257 attendees, of whom 828 attended the conference headlined by an international array of speakers. The program consisted of eight keynote speeches, 20 general sessions and a panel discussion.

In one of the keynote addresses, Dr. Edward Sellers of the World Health Organization's Expert Advisory Panel on Drug Dependence, talked about the development and approval of biotech and pharmaceutical products for the global market. He said an alliance between Canada, Hong Kong and China is one example of international cooperation for development of those products through which much development will be done in Canada.

According to Project Manager **Paul Szeto**, IDG World Expo/Asia began researching the bioscience industry in early 2001 and shortly thereafter decided to create a related event. When IDG World Expo in the U.S. announced its own BioITWorld Conference & Expo – to be held March 12-15 in Boston – World Expo/Asia leveraged the international branding opportunity.

Numerous factors led to the event's January dates. Those included product launches from major sponsors and the desire to scoop the competition but also, importantly, successfully securing partial funding last October from the Hong Kong government's Innovation and Technology Commission, which only accepts applications twice yearly.

All together, BioITWorld had the support of 22 governmental and professional organizations and more than 30 sponsors, including *Computerworld Hong Kong* as one of the media sponsors.

"We hope BioITWorld will help Asian countries and in particular Hong Kong companies to look at the potential of biotech development and its business opportunities locally and globally," said IDG World Expo/Asia President **Gary Fung**. While the region's biotech industry will benefit from marketing assistance such as that provided by BioITWorld, the industry itself needs more research and development support from the government, he added.

Given the positive feedback from visitors and exhibitors, both events will likely be held again next year but as separate events, Szeto said. "This year's experience told us we have not tapped into the full potential of both industries, and we hope each event will evolve into its own large-scale event."

For more details contact Paul Szeto at paul_szeto @idgexpo.com.hk or go to www.bioitworld hk.com.

WU

Bioscience blooms in Asia

While researching the Asian biosciences market, IDG World Expo/Asia compiled the following statistics.

Singapore
The Economic Development Board (EDB) is providing extensive assistance to attract development and commercialization of biomedical science. By 2010, EDB's aim is for Singapore to become home to 15 world-class companies and serve as the region's center for clinical trials and drug development.The biomedical science sector has invested cumulatively US$437 million and employs 5,600.

Taiwan
As reported by BiotechEast.com: "The Taiwan government has put up US$1.6 billion for research and development over the next few years, along with incentives and grants such as science parks and tax breaks. Supplementing this initiative is US$4billion put up by private corporations and more than 200 venture capital firms."

Hong Kong
The BRI Traditional Chinese Medicine Center within Hong Kong University of Science and Technology is a government initiative to promote the development of local R&D expertise.

celebrating 10!

Name
Gao Yuxiang

Home
Beijing

Joined IDG
December 1989

Career path since joining IDG

1989-93, sales representative in the Advertising Department of *PC World China*; 1993-2000, director, Advertising Department of *PC World China*; 2000-present, vice president of *PC World China*.

Current title and responsibilities

Vice president of *PC World China*. My responsibilities include sales of ads, helping the Advertising Department stipulate annual sales strategies, supervising daily work, doing business with long-term customers and visiting long-term customers regularly.

Moment at work you will never forget

In the early days of *PC World China*, it was difficult to sell ads to customers, because the publication was not well-known. I'll never forget the day in June 1991 when I rode a bike to Zhongguancun, the Chinese Silicon Valley, to sell ads. I was so tired that I could hardly control the direction of my bike, which hit a bump and landed me on the ground.

Most challenging part of your work

Doubling our frequency from monthly to twice a month has meant a big increase in our workload.

What's kept you at IDG for 10 years?

I like my job and I have made a lot of friends at work. Although there are many opportunities to work for other companies, I do not want to leave *PC World China*, for I have strong ties to it.

Interests outside the office

Listening to music, traveling, hill climbing and ikebana (Japanese art of flower arranging).

Family

My husband, Zhang Bojun, and I have a son who is now 20 years old.

Good deed?

I donated some money to allow two children in poverty-stricken areas to go to school. Every year, I donate money to flood-stricken areas.

Of what accomplishment at work are you most proud?

In 2001, we boosted the frequency of *PC World China* from monthly to twice a month. Although the IT market is depressed at present and the competition is severe, the issue we published on Sept. 10 generated revenue of 1.2 million yuan — the highest of all bimonthlies in Beijing.

PC World China's ***Gao Yuxiang*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent celebration honoring her 10 years of service to IDG.*

Best compliment you've received on your work?

Old and new customers think I work conscientiously and I deal with people sincerely.

One possession you'd grab if your house were on fire?

My mother lives with me. I would get her out first.

If you won the lottery tomorrow, you would

I would donate half of it to schools in mountain areas to help more children receive an education. I would invest the other half in building a greenhouse to grow flowers.

Favorite vacation spot

Seaside.

Your idea of a perfect day alone?

Going shopping. Because I am so busy every day I have no time for it.

Retirement dreams?

I want to go to Europe. Then I will go to the seaside or a place where the mountains are green and the water is blue.

Manager's profile

"Gao Yuxiang has been engaged in the sale of advertisements of *PC World China* since 1989 when she joined China Computerworld Publishing and Service Co. *PC World China* maintains a stable development thanks to the efforts of Gao Yuxiang and her colleagues. Now serving as the vice president of *PC World China*, she is in charge of not only sales and supervision of advertisements, but also the administration and coordination of internal affairs of the magazine."

— Lin Runhua, editor-in-chief, PC World China

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joyce Chung *IDG World Expo/Asia*
Tina Lau *IDG World Expo/Asia*
Mette Lautrup *IDG Denmark*
Joe Mola *Computerworld*
Karen Ren *IDG China*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

4 MARCH 2002
VOLUME 32, NUMBER 7

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC mentoring program exploits in-house expertise

You enjoy your job and are interested in developing a larger network at your business unit. You find you excel at certain aspects of your job but with a few others you continue to run into the same stumbling blocks. You are part of a company that values collaboration and you are trying to tap into ways that will open up some doors in this area. You are curious to get consistent insight and advice from someone outside your current manager. Where can you turn if you find yourself in one of these or many other work-related situations?

IDG WORLD UPDATE

*CXO VP Human Resources **Patty Reilly** (l) and **Elizabeth Cole**, Human Resources manager at IDC, who are six months into their mentoring relationship, say there are benefits to be derived by both parties.*

If you work at IDC, one option is the IDC Mentor Program. Launched last April, the program currently has 76 participants, about half of whom will fulfill their one-year commitment to the mentor/mentee relationship this month.

"The first year of this program has been a success," said IDC Human Resources Manager **Eleanor Storch**. "We've had a good level of interest among our employees, and it is providing opportunities for both mentors and mentees in the areas of collaboration, career development, networking, leadership and coaching skills."

continued on page 4

Two boards will guide U.S. enterprise, magazine groups

There's one "unfair advantage" that every IDG business unit can count on — the benefit of being part of a wider IDG network with its combined market clout, buying power and reach into the IT community. It's something IDG's competitors can't match, and it's behind two initiatives that U.S. publishers have taken recently to better leverage their own and IDG's collective strength in their markets.

In the U.S. enterprise publications market, CXO Media and Computerworld President **Joe Levy**, InfoWorld President **Bob Magnuson** and Network World President **Evilee Thibeault** recently met to discuss how they could use their combined resources and market positions to the best advantage. Out of that meeting came the formation of the Enterprise Media Group and a number of specific initiatives that have now been set in motion (see Q&A on page 3).

In San Francisco, the presidents of three of IDG's monthly magazines have embraced a similar idea to apply IDG's collective muscle more effectively in this tough market climate. PC World's **Jeff Edman**, Macworld's **Colin Crawford** and GamePro's **John Rousseau** have formed a Magazine Board entrusted with developing ways their teams can better work together to improve profits and growth. The three companies have been cooperating for some time, so this move formalizes an initiative that is already well under way. Board members are Edman, Crawford and Rousseau, along with a member of the IDG Executive Committee.

"Both of these moves were made as positive responses to today's challenging conditions," says IDG President **Kelly Conlin**. "They reflect a common approach of working together to ensure we're as efficient as we can be today while also making sure that we're in the strongest position to take on new opportunities when the market rebounds," he said.

> *"[These moves] reflect a common approach of working together to ensure we're as efficient as we can be today while also making sure that we're in the strongest position to take on new opportunities when the market rebounds."*
>
> *— Kelly Conlin*

CIO conference focuses on IT's value to the enterprise

10th annual awards event recognizes outstanding applications of IT

CXO Media's 10th annual Enterprise Value Retreat and Awards® Ceremony last month had everything — informative content, high-quality networking and a festive awards program.

Attendees agreed, calling it "A marvelous opportunity to interact with the best IT and business leaders in America, in a highly personal and interactive environment" and "My annual opportunity to step back and analyze the dynamics of the IT industry."

Through lectures and case studies, the CIOs, CEOs, CFOs and other high-ranking IT executives who came to the Loews Ventana Canyon resort in Tucson, Ariz., explored IT's value to the enterprise, how that value has changed and how CIOs can more rapidly and reliably help their companies succeed. The nine featured speakers external to CXO Media included Harvard Business School Professor Warren McFarlan, who led several case studies, and Jaron Lanier, lead scientist of the National Tele-immersion Initiative, a coalition of research universities studying advanced applications for Internet 2.

CIO Editor-in-Chief **Abbie Lundberg** noted in her opening remarks that while IT value used to be measured in simple terms such as dollars saved or productivity gained, the nature of IT value today is more complex and difficult to measure. As a result, the judging of CIO's Enterprise Value Awards, which recognize outstanding applications of IT that create real business value, has become more challenging.

Projects considered for an Enterprise Value Award undergo a rigorous review. First, *CIO* editors, together with a review board of IT experts and consultants, screen each application and select a pool of finalists. Review board members then visit company sites, interview the users and business sponsors of the project, and scrutinize claimed results. Their findings are reviewed by a distinguished panel of independent judges, who are themselves IT practitioners, to evaluate the projects based on the benefits they provide a company, the verifiable results they have produced and how they measure up against both past winners and the judges' own experiences. The result is an annual roster of role models for IT innovation.

*Members of the CIO Executive Programs staff who traveled to Tucson to coordinate the event cut a dashing image before the awards ceremony. Front row (l-r): **Heather Beauton**, **Mike Barbado**, **Sandi Hughey**, **Lynda Rosenthal**, **Maria Power**. (Back, l-r): **Brian Fuce**, **Cynthia Laird**, **Amy Sanderson**.*

Representatives from the winning companies — Dow Chemical, Enterprise Rent-A-Car, The Michigan Department of Transportation, the Pennsylvania Department of Environmental Protection and SBC Communications — described their IT processes during on-stage interviews with *CIO* Editors **Tom Field**, **Derek Slater** and **Rick Pastore**. **Lafe Low** and Lundberg joined the other editors in leading breakfast roundtables on topics such as network security, selling the value of IT investments, vendor management, recruiting and retaining top talent and IT governance.

The attacks of Sept. 11 demonstrated how important it is for the U.S. to counter the threat of terrorism at home, and preparation includes protecting the country's critical infrastructure. ("Critical infrastructure" is defined by the National Critical Infrastructure Assurance Office (CIAO), part of the U.S. Department of Commerce, as eight key industries such as transportation, energy and food). Lundberg lead a panel discussion, produced in cooperation with CIAO, with CIO Stephen Colo, United States Secret Service, and CIO Patrick Schambach, Bureau of Alcohol, Tobacco and Firearms. They discussed lessons learned from the World Trade Center (WTC) disaster, as both agencies suffered devastating losses at their New York offices that were housed in the WTC complex.

Video of select sessions will be available soon on www.cio.com.

For more details contact Program Development Manager **Maria Power** at mpower@cxo.com.

CIOs expect to increase spending

CXO Media Group Publisher **Gary Beach** shared the latest results of the CIO Tech Poll with the audience at the Enterprise Value Retreat.

CIO magazine, in partnership with Deutsche Banc Alex. Brown, recently surveyed a panel of senior executives on current and future IT spending and other issues.

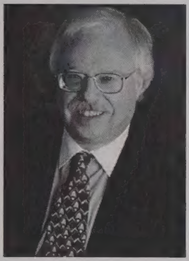
The three points that stood out were:

- Most CIOs are planning to increase their spending in the second quarter of 2002.
- Security-related applications and infrastructure are No. 1 on their list.
- There is a significant backlog of projects to be accomplished when IT spending dollars begin flowing again, which indicates a boom-to-come for vendors.

For more detail on the Tech Poll, go to www.cio.com/online/020102_techpoll.html.

executive Q and A

Joe Levy, Bob Magnuson, Evilee Thibeault
The CEOs of CXO Media and Computerworld, InfoWorld and Network World share authorship of this week's column. They may be reached at jlevy@cxo.com, bob_magnuson@infoworld.com and et@nww.com.



Levy

Magnuson

Thibeault

*Late last month, the CEOs of IDG's U.S. enterprise publications — **Joe Levy** of Computerworld and CXO, **Bob Magnuson** of InfoWorld and **Evilee Thibeault** of Network World — met to look for ways that IDG can best leverage the collective power of the enterprise titles within the IT media marketplace. What they came up with was a blueprint for cooperation, the cornerstone of which is the formation of an Enterprise Media Group, that will put IDG in the driver's seat as the market bounces back from this unprecedented downturn. Here is some information about what they decided, and why.*

Q Why have we formed an Enterprise Media Group?

A For two main reasons. The first is to boost revenue and market share by making it easier for customers to do business with us, especially where they want to advertise in several of our publications. The second is to improve our operating efficiency by cooperating better where we can reduce duplication of effort or save money by combining our purchasing power.

These things will help to restore strong profitability to what is our biggest source of U.S. publishing profits. It will mean new opportunities for growth. And it can have a major impact on improving the ESOP's value.

Q Why these four business units — Computerworld, InfoWorld, Network World and CXO?

A The four business units forming the Enterprise Media Group share many customers in common and have similar ways of doing business. Our readers are the IS professionals who are the gatekeepers of computing in corporate America. We represent and understand them better than any other publishing group, and their opinions are the most influential in deciding which IT products and services are used. Our advertisers want to reach these professionals, and many of them need to sell their products and services to the readers of several of our titles.

As well as this, the way we do business has many similarities including our focus on business-to-business marketing, qualified controlled circulation strategies, weekly or fortnightly publication frequencies, and a strong news culture. We also face many common competitors.

Q Doesn't this new group fly in the face of IDG's commitment to decentralization?

A In fact, it's the opposite. The changes will put more authority and decision making into the hands of business units. One of the most important changes we're making is to the management of shared services including IDG Communications, IT Careers, IDG List Services and IDG Research. The Executive Committee previously ran these service groups centrally but they will now be run directly by the enterprise business units themselves.

In order to make this possible, a new management framework has to be formed, one that respects IDG's decentralized culture but lets the enterprise business units jointly manage these service groups. A new Operating Board, made up of the leaders of the enterprise business units will take over from IDG's Executive Committee. This Enterprise Media Group board will be chaired by a new position of group CEO that is currently being posted.

Q Won't we end up blurring the important differences that have made each publication successful in its own right?

A There are important differences that drive each of these four businesses. Just as in the past, we won't do anything that compromises the strong connection each publication has with its own community of readers and advertisers. It's why we have four different business units, and these changes won't alter this basic philosophy. The new Enterprise Media Group is not a merger, it's a federation.

Q What are some of the new initiatives that are likely to come out of this?

A One of our first major initiatives will be the formation of a new business within the Enterprise Media Group that will develop innovative ways for advertisers to reach their most important customers in a number of important vertical industry and technology segments, wherever they are in our media group. This will be a strong sign to the market that we mean to make doing business with us easier and an even better value than it has been in the past — and one that our competitors can't offer.

We also expect to benefit from market consolidation among our competitors, and we'll be able to use our much bigger scale of operation to pursue growth through acquisitions as well as new business start-ups. It's the "1 + 1 = 3" principle: together, we'll be much bigger than the sum of our parts.

IDC Mentor

continued from page 1

The program is designed as a supplement, not a substitute, for the existing roles of coaching and professional development that are the responsibility of an employee's day-to-day manager, Storch explained. Participation as either a mentor or a mentee is voluntary and must be approved by an individual's manager.

Employees who are interested in participating fill out an application form detailing their work history and current job, educational background, objective in joining the program and outside interests. This information is used by the Mentor Committee to make appropriate matches. The next session of the Mentor Program will kick off toward the end of this year, and details can be found on IDC's intranet at insideidc.com. All participants attend a half-day training session at the beginning of the program during which the parameters of the program are discussed in more detail.

After that, mentors and mentees are off and running and, while the relationships they develop are as unique as the individuals involved, certain common themes emerge. Most participants who spoke to *IDG World Update* cited one of the chief benefits of the relationship as being access to an outside perspective.

"Participating in this program definitely broadens both the mentor's and the mentee's viewpoint," said **Patty Reilly**, VP, Human Resources at CXO Media, who is paired with **Elizabeth Cole**, human resources manager at IDC and is the only non-IDC employee currently participating in this program. "From a mentor's perspective, I like that I am able to run something by someone outside of my direct reports for feedback."

For her part, Cole notes, "It's been valuable to learn how another company approaches Human Resources. It is also a plus that Patty has familiarity with IDC and understands my role and client base. She has given me great feedback on ideas and suggestions for projects that are new for me, and I have learned a great deal during our meetings."

"Mentees are able to ask question that they may prefer not to ask their managers," noted **Mark Levitt**, research vice president in the Software Research Group, who serves as a mentor to **Amy Harris**, a program manager in the Communications Research Group.

*Analyst **Anthony Penzarella** (r) is gaining a useful perspective on the sales side of the house from Sales Director **Tracy Floyd**.*

IDG WORLD UPDATE

The program also gives relatively new employees a leg up on meeting colleagues and great insight into the corporate culture at IDC. "I can share lessons learned from experience at IDC and explain how I have dealt with situations similar to what Amy may be facing," Levitt said.

Harris agreed, noting that one of her primary motivations for joining the program was "exposure to other people and groups within IDC and a chance to learn from their experiences and practices."

"As a relatively new IDCer, I needed to broaden my internal network and learn the best way to get things done," said **Aaron McPherson**, a research manager in IDC's Online Financial Services Group, of his decision to join the program. McPherson is paired with **Tony Picardi**, senior VP, Software Research. "Tony has helped me to meet many new people within IDC I might not have otherwise, which has greatly benefited my ability to do my research."

Anthony Penzarella, a research analyst in the Channels Research Group and also relatively new to the company, concurs. "I find that I am filled with questions about what I do and how to do it better. "Tracy has helped to give me a perspective on sales that has been very helpful," said Penzarella, who is paired with Sales Director **Tracy Floyd**.

"Everyone in life needs a coach," said Floyd. "I have had some really exceptional coaches in my past and this experience has fostered a strong sense inside me to give back. If I am able to positively influence Anthony's experience at IDC we both benefit, as does the company," Floyd pointed out.

"I am grateful that IDC has provided such a program," Floyd added. "There are many companies that are not as insightful to these benefits. IDC is creating an atmosphere of collaboration that will pay off in the long run as clients perceive that we as a company work together for agreed-upon goals."

For more information, contact Eleanor Storch at estorch@idc.com. WU

Mentor Program participants focus on myriad areas

While employees in the Mentor Program are free to focus on any area of professional development they choose, IDC offers the following suggestions to help get them started:

- Career management
- Collaboration
- Conflict management
- Cross-functional training
- Global perspective
- Job specific training
- Leadership skills
- Life/work balance
- Navigating IDC
- Organizational development
- Professional/personal achievement
- Team building

Program guidelines

The IDC Mentor Program stipulates the following guidelines for participants in the program:

Mentors

- Employees who are in manager, director or vice president level roles or have more than five years of experience with IDC.
- Employees who possess the ability and desire to act as a coach, advisor, and/or advocate for an individual who is junior to them within the organization.

Mentees

- Employees who have been at IDC for more than six months.
- Employees interested in receiving coaching and guidance on issues related to their professional career development or larger issues related to IDC culture and work dynamics.

Both

- Employees who have the support of their manager to participate in the program.

Mirroring audience sophistication, IDG Netherlands' *Net Magazine* reinvents itself as *Net Professional*

net magazine
Bespaar veel geld!
INSTALLEER ZELF ADSL
EN DE WINNAAR IS...
Verkiezing van de provider van het jaar
VREEMD!
Bizarre verhalen uit de raarste nieuwsgroepen
SOLLICITEREN VIA HET WEB
Binnen een week een nieuwe baan?
Elke maand de 150 beste websites
DIRK JAN DE BRUIN VERTELT OVER ZIJN STARTPAGINA.NL
Pagina 18
FLASH MOEILIJK? MAAK JE EIGEN ANIMATIE IN EEN HANDOMDRAAI
Pagina 62
DOWNLOAD MP3's, FILMS EN SOFTWARE MET BEARSHARE
Pagina 42

Then...

EERSTE JAARGANG | NUMMER 1 | MAART 2002
net PROFESSIONAL
JURIDISCH: BESCHERM DE INHOUD VAN JE SITE
WORKSHOP FLASH: TEKSTEN BEWERKEN MET ACTIONSCRIPT
WORKSHOP PHP: ZELF E-MAIL VERSTUREN
E-MAILMARKETING
USABILITY
HOE TESTEN EXPERTS SITES OP GEBRUIKSVRIENDELIJKHEID?
XHTML
DE MOEIZAME OVERGANG NAAR EEN BETER WEB
ZOEKMACHINE'S
ONMISBARE TIPS VOOR EEN BETERE SAMENWERKING
DESIGNERS VERSUS DEVELOPERS

...and now.

When *Net Magazine* appeared in 1994, Dutch consumers were just beginning to confront the mysteries of the Internet. The publication was the first in the country to target users unsure of how to use e-mail or surf the Web. Eight years later, the situation has changed — and so has *Net Magazine*.

"Over the past year, we've begun to hear from readers who are in search of more high-end information," said Editor-in-chief **Rogier Mostert**. "These days they're less interested in learning how to send an e-mail and more interested in setting up a corporate mail server. They want to read about security and how to design a user-friendly Web site."

Mostert and his team spent a great deal of time speaking with readers, studying survey results and analyzing the market. They discovered that somewhere along the way, *Net Magazine*'s readers had not just conquered Web browsers and instant messaging but had been busy helping their companies plan and implement corporate Web sites.

"We looked at the number of companies in the Netherlands that either now have or shortly will have corporate sites and the number is close to 97%," Mostert said.

Mirroring its increasingly IT-savvy readership, *Net Magazine* has been reborn as *Net Professional* (www.netprofessional.nl), a trade magazine targeted at Web development and design as well as e-business. "*Net Professional* now provides Internet professionals with information about developments, trends and events in the market," Mostert said.

Although he noted the publication faces limited local competition from magazines that focus on a single subject like e-business or Web design, "there are no Dutch competitors that focus on the same constellation of subjects that we do."

The monthly magazine, sold by subscription and on the newsstand, has a circulation of approximately 15,000.

For more information contact Rogier Mostert at rogier@netprofessional.nl. WU

Mentor pairing leads to creation of new IDC product

While many of the important benefits of the IDC Mentor Program are intangible, at least one mentor/mentee pairing has resulted in the development of a new product that will have its first public debut at next month's Directions conference in Boston. When IDC Senior VP, Software Research **Tony Picardi** and **Aaron McPherson**, a research manager in IDC's Online Financial Services Group, met for lunch at the beginning of the program, the talk turned to work Aaron had done in modeling business systems at the MIT Sloan School of Management. "I immediately latched onto that," said Picardi, "as I had used the same techniques in my master's and doctoral theses."

Simulating a complex system on a PC can improve forecasts by allowing an analyst to trace the development of the system over time. Rather than make assumptions about how a system will respond, the analyst can try out different possibilities and see what happens. Picardi had been looking for a practical way to apply simulation modeling to IDC's forecasts, but had not yet found the right approach.

As it happened, McPherson had recently met with his professor at Sloan, who had just published a textbook dealing specifically with the sorts of problems Picardi had been working on. McPherson and Picardi used the textbook as the basis for a simplified approach to modeling that could be used by ordinary analysts, without any particular background in simulations or system analysis. Together, they developed a generic model of technology adoption, adaptable to any of the markets that IDC covers.

IDG WORLD UPDATE

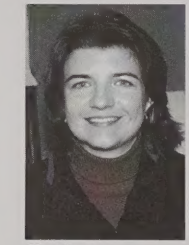
*IDC's **Tony Picardi** (l) worked with mentee **Aaron McPherson** to develop a generic model of technology adoption that will be publicly demonstrated at the Directions conference on March 20 and April 3.*

Simulations based on the generic model have already been used to create forecasts for ASPs, Web Services and electronic payments. At Directions, Picardi will introduce the Web Services adoption model and explain how it can be used to provide clients with better forecasts, as well as an unlimited number of alternative scenarios.

noteworthy people

JACQUELINE CLAUSE

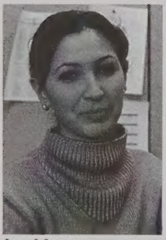
Colford


IDG WORLD UPDATE

Harrington

IDG WORLD UPDATE

Salamone


IDG WORLD UPDATE

Lockhart

IDG WORLD UPDATE

Greco

New employees

InfoWorld Regional Sales Manager **David Colford** is based in the Paramus, N.J., office. He recently held a similar post for *eWEEK*. David has an associate's degree in business management from Suffolk Community College in Selden, N.Y. He enjoys martial arts, lacrosse and woodworking in his free time.

Bio-IT World has hired **Jill Harrington** as managing editor. Previously associate managing editor at *Access Magazine*, a weekly print publication covering the Internet and personal technology, Jill also worked as a freelancer and was a regular contributor to *Travel & Leisure*. She holds a B.S. in journalism from the University of Kansas and a master's degree in English from Northwestern University in Evanston, Ill. In what little free time she has as the company prepares to launch its debut issue, Jill enjoys biking, hiking, reading and road trips.

Salvatore Salamone has been hired by *Bio-IT World* as senior technology editor. After working as an editor at large for *InternetWeek* he taught security seminars and wrote freelance articles for IT publications. He graduated from Boston College with a B.S. and M.S. in physics. A photographer and runner, he completed the 2000 New York City Marathon, ran a half marathon in Indianapolis that included running one lap of the Indianapolis 500 race track, and has run from the ground floor of the Empire State Building to the observation deck 86 floors up in 25 minutes.

Macworld welcomes **Jill Roter** as associate editor, reviews. She was previously an associate producer with Fathom.com and holds a B.A. in history with a minor in English from Penn State University. She enjoys writing and traveling and recently spent six months in Spain studying Spanish.

Previously a senior financial consultant with Arthur Andersen, **Elvera Lockhart** joins IDG Corporate Services as a senior tax accountant. She earned a B.A. in accounting and finance from Boston's Northeastern University and enjoys interior design.

Laura Pitt is *InfoWorld's* new sales administration manager, coming from CMP Media where she was a business analyst/senior sales assistant. She studied business administration at the College of San Mateo (Calif.) and enjoys boating and cross-stitching.

Etc.

IDG World Expo President & CEO **Charlie Greco** has been appointed to the board of directors of the Pirandello Lyceum, a non-profit organization that encourages a greater understanding and appreciation of Italian culture. In announcing the appointment, Pirandello Lyceum Chairman of the Board Peter Ingeneri said, "I welcome Charlie's unparalled work ethic and the proven record of achievement that has made him a leader in the field of information technology." In 2000, Charlie was a recipient of the Lyceum's "I Migliori in Mens et Gesta" award, honoring outstanding individuals of Italian birth or descent who have made important contributions to American society.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

Security Tech Update/Tokyo 2002
March 19-20
Tokyo International Forum
Tokyo
www.idg.co.jp/english/expo/index.html

IDC's Directions 2002
March 20
Hynes Convention Center
Boston
www.idc.com/events

Macworld Tokyo 2002
March 21-23
Tokyo Big Sight
Tokyo
www.idg.co.jp/expo/macworld2002/index.html

IDC's Directions 2002
April 3
San Jose Convention Center
San Jose, Calif.
www.idc.com/events

InfoWorld's CTO Forum
April 8-10
The Westin St. Francis Hotel
San Francisco
http://ctoforum.infoworld.com

IDC's Directions 2002
April 15
State Guest Hotel
Beijing
www.idc.com.sg/Directions

IDC's Directions 2002
April 17
Kowloon Shangri-La Hotel
Hong Kong
www.idc.com.sg/Directions

IDC's Directions 2002
April 19
Suntec Singapore International Convention and Exhibition Center
Singapore
www.idc.com.sg/Directions

IDC's Directions 2002
April 23
Selangor, Malaysia
www.idc.com.sg/Directions

Channel World Global Product Line Meeting
April 23-24
Bad Homburg, Germany
Contact: **Silvia Sprenger**
ssprenger@computerpartner.de
gpsc.idgchannelworld.com/

Computer Telephony World Expo/Tokyo 2002
ECRM Solution 2002 Conference & Expo
April 24-26
Tokyo Big Sight
Tokyo
www.idg.co.jp/expo/ctw/index.html

Channel World Expo
April 25-27
A ComputerPartner Germany event
Offenbach Trade Fair Center
Offenbach, Germany
http://www.channelworldexpo.de/

IDC's Directions 2002
April 30
The Wentworth Hotel
Sydney, Australia
http://www.idc.com.au/events/directions

IDC's Directions 2002
May 2
The Hilton Auckland
Auckland, New Zealand
www.idcresearch.co.nz/Events

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

38

Pat McGovern *IDG*

24

Tom Monahan *Computerworld*

20

Paco Zabala *IDG Spain*
Fred LoSapio *Computerworld*

16

Anne-Lise Wang *IDC Nordic*
Merv Langby *IDC Australia*

14

Miklos Cocron *IDG Germany*

13

Fatima Ruiz del Olmo *IDG Spain*
John Pickett *IT World Canada*
Ursula Istavrinos *IDG Germany*

12

Kirsten Bæk *IDG Denmark*
Carlos de la Iglesia *IDG Spain*
Thomas Wilms *IDG Germany*

11

Berit Ellegaard *IDG Denmark*
Reinhard Prasse *IDG Germany*
David Wren *IDG U.K.*

10

Frances Whalen *IDG*
Elga Legranzini *IDG Italy*
Michalina Nowakowska *IDG Poland*
Jimmy Yu *IDG Singapore*

9

Glen Myles *IDG Australia*
Christa Berger *IDG Germany*
Naohito Kato *IDG Japan*

8

Jaikumar Vijayan *Computerworld*
Jens Stark *IDG Switzerland*
Stefan Kaczmarek *IDG Poland*

7

Antonette Cutone *IDG*
Damian Sicking *IDG Germany*

6

John Tan *IDG Singapore*
Carlos Chenel *IDG Spain*
Thomas Cloer *IDG Germany*
Enrico Zambetta *IDG Italy*
Ephraim Schwartz *InfoWorld*
Magdalena Wozniak *IDG Poland*
Ella Dear *IDG U.K.*
Alan Tang *IDC Hong Kong*

5

Sean McDonald *PC World*
Doreen Kottler *IDG Germany*
Sascha Alexander *IDG Germany*
Thorsten Eggeling *IDG Germany*
Nobuo Iehara *IDG Japan*

4

Pierre Granier *PC World*
Ian Sharp *IDG Australia*
Anette Gamrath *IDG Denmark*
Erik Kolrengen *IDG Denmark*
Penelope Gagl *IDG Germany*
Sarah Osborne *IDG Global Solutions U.K.*
Florence Schmit *IDG Global Solutions Netherlands*
Logan Ringland *IDC Australia*
Masao Ishii *IDG Japan*

3

Gussie Wilson *Computerworld*
Lisa Hess *IDG*
Eleanor Storch *IDC*
Justine Banfield *IDG New Zealand*
Bodil Højbjerg Madsen *IDG Denmark*
Charlotte Andersen *IDG Denmark*
Susanne Franke *IDG Germany*
Angelika Steiger *IDG Germany*
Aaron Gallagher *InfoWorld*
Caroline Brooks *IDG Global Solutions U.K.*
Cara Tan *IDG Singapore*
Lorraine Lim *IDG Singapore*

2

Melissa Solomon *Computerworld*
Michele Wescott *Computerworld*
Jon Dowling *IDG Australia*
Doris Forde *IDG World Expo*
Stephen Athan *IDG World Expo*
Henrik Christoffersen *IDG Denmark*
Hansjörg Honegger *IDG Switzerland*
Dieter Müller *IDG Germany*
Dorothee Chlumsky *IDG Germany*
Amedeo Novelli *IDG Italy*
Hanne Tuomisto *IDG Global Solutions U.K.*
Fabio Barros *IDG Brazil*
Renata Coltro *IDG Brazil*
Ana Lucia Moura Fé *IDG Brazil*
Cibele Tommasini *IDG Brazil*
Caroline Morgan *IDC U.K.*
Toshio Tawara *IDG Japan*
Monika Jonasch *IDG Austria*

1

Betza De Leon *IDC Nordic*
Marie Louise Hasbo *IDC Nordic*
Scott Bartley *IDG New Zealand*
Melanie Cooper *IDG New Zealand*
José Roberto Mavignier *IDC Brazil*
Andrea Patterson *IDG*
Bushra Khalid *IDG*
Christine Seiden *ITworld.com*
Almudena Alameda *IDG Spain*
Beat Hochueli *IDG Switzerland*
Ruth Klumpp *IDG Switzerland*
Desiree Sterchi *IDG Switzerland*
Antónia Pokuta *IDG Germany*
Sabine Anegg *IDG Germany*
Nathalie Mazel *InfoWorld*
José Lucindo *IDG Brazil*
Keith Kok *IDG Singapore*
Torben Pedersen *IDC CEMA*
Reena Sattar *IDC CEMA*
Idon Pang *IDC Malaysia*
Ki-Seok Ha *IDC Korea*
Kaori Yamaguchi *IDC Japan*
Jirou Arai *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Singapore telephone changes

Beginning March 1, all fixed-line telephone and fax numbers in Singapore have an 8-digit format. The number 6 must be used as a prefix before all existing fixed-line numbers. All toll-free, mobile and pager numbers are not affected.

For IDC Asia/Pacific in Singapore, the number main numbers are:
tel: +65-**6**226-0330
fax: +65-**6**220-6116

For IDG Singapore, the new numbers are:
tel: +65-**6**345-8383
fax: +65-**6**345-7097
+65-**6**345-6735

Correction

Last week's issue incorrectly listed San Francisco as the venue for IDC's Directions conference on April 3. It will be held in San Jose, Calif..

IDG employees are entitled to a special rate of $300. To secure the special discount for this conference or Directions in Boston on March 20, call 800-605-5849 or 508-597-0133 and mention offer code: IDG EMP.

For more information, visit www.idc.com/Directions02.

celebrating 10!

Name
Ding Yi

Home
Beijing

Joined IDG
January 1988

Career path since joining IDG
January 1988-98, art editor, advertising department, *China Computerworld;* 1998-1999, art editor, *CEO & CIO Information Times;* 1999-present, art editor, *PC World China.*

Current title
Art editor for *PC World China*. I am in charge of the layout of our magazine.

Most challenging part of your job
Every design is a challenge. How to satisfy both customers and readers is always the priority of my thinking.

What's kept you at IDG for 10 years?
IDG is a world leader in the IT publishing industry. I feel like I have the opportunity to develop my potential here, and I enjoy working with my colleagues.

Best way someone could compliment you on your work?
I always enjoy it when customers come to me again after we have first worked together and they are satisfied with both my design and my service.

Interests outside the office
Traveling and photography.

Family
My wife and I.

An accomplishment of which you're proud
A cover I designed for *CEO & CIO Information Times* in 1998 won high praise from readers and even elicited a job offer from another magazine.

One possession you'd grab if your house were on fire?
My camera.

*PC World China Art Editor **Ding Yi** was the guest of IDG Chairman **Pat McGovern** at a recent celebration honoring his 10 years of service to the company.*

If you won the lottery tomorrow, you would
Invest some of the money and use the rest to travel.

Dream vacation spot
Europe. I have heard that Europe is the most beautiful place in the world where one may find both beautiful scenery and places of historical interest.

Retirement dreams?
Traveling and taking pictures.

Manager's profile
"Ding Yi has worked as an art editor since he joined China Computerworld Publishing and Service Co. in 1988. He has done a great deal of work for the establishment of the layout system of the company. He works hard and has his unique point of view on layout design, playing an important and active role in the improvement of the layout of *PC World China*. Ding Yi has a wide range of interests, one of which is photography, which he pursues as a hobby but which also is useful to him in his work."

- Lin Runhua, editor-in-chief, PC World China

DILBERT® by Scott Adams

WHO CALLED THIS MEETING?
WE THOUGHT YOU DID.
www.dilbert.com scottadams@aol.com
I THINK WE SHOULD DISCUSS ISSUES AND ASSIGN TASKS SO IT'S NOT A COMPLETE WASTE OF TIME.
© 2001 United Feature Syndicate, Inc.
MAYBE MEETINGS HAVE BECOME A LIFEFORM CAPABLE OF CALLING THEMSELVES AND THUS REPRODUCING VIA HUMAN HOSTS.
WOW!
GOOD ISSUE

Reprinted by permission of United Media

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Cynthia Mollus *CXO Media*
Karen Ren *IDG China*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG **World**Update

11 MARCH 2002
VOLUME 32, NUMBER 8

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

CIO spearheads cyberthreat reporting guidelines

Query at conference results in collaboration with law enforcement

> *"We've had a lot of feedback from our audience saying this is an important effort, a great first step, and the information it contains is right on target."*
>
> *— Abbie Lundberg, CIO editor-in-chief*

During CXO Media's CIO Perspectives conference last October, John Gordon, the U.S. Attorney for Los Angeles, encouraged the audience to report network security breaches to law enforcement as part of the war against terrorism. When one attendee, expressing the sentiments of many others, asked which computer attacks should be reported and who should be contacted, Gordon acknowledged that the reporting process wasn't well defined. After the conference, CXO Media spearheaded an initiative to fill the information void.

CIO Cyberthreat Response & Reporting Guidelines

The result, unveiled last month, is the first set of cyberthreat reporting guidelines for businesses jointly sanctioned by the FBI and the U.S. Secret Service, the two agencies that share federal jurisdiction for investigating and prosecuting cybercrime across state lines. Developed and reviewed by industry advisors, law enforcement officials and a panel of CIOs, the CIO Cyberthreat Response & Reporting Guidelines focus on reporting incidents that are an attack on information systems or data.

The 12-page document provides step-by-step information on how to respond to a security breach, a checklist-style reporting form, resources and contact information for federal and local law enforcement offices.

"We feel honored that these two agencies worked

continued on page 2

World Expo staff stages nearly simultaneous COMNET, LinuxWorld events

The IT marketplace may be going through some tough times at the moment, but over at IDG World Expo staff is standing by the rallying cry: the shows must go on.

XWORLD
ONFERENCE & EXPO

Hewlett-Packard Chairman & CEO Carly Fiorina delivered the opening keynote address to a standing-room-only crowd at Linuxworld. With her (l-r) are: IDG World Expo President & CEO ***Charlie Greco****, IDG Chairman* ***Pat McGovern*** *and IDG President & CEO* ***Kelly Conlin****.*

Following on the heels of its highly successful Macworld Conference & Expo in early January, the company's COMNET Conference & Expo and LinuxWorld Conference & Expo continued their well-established tradition of providing a forum for education, networking and comparison shopping while serving as the launching pads for a number of product announcements from vendors determined to soldier on despite the market slump.

COMNET, which ran Jan. 28-31 at the Washington (D.C.) Convention Center, turned 24 this year. Although both attendance and exhibitor numbers were down somewhat from previous years, the company's focus on attracting quality over quantity resulted in participation by numerous key players, many of whom used the show to make product introductions. Among them: Agilent Technologies, Avaya, Cisco Systems and Micromuse.

"We were pleased with the size of the crowd and the savviness of the attendees," said **John Gallant**, president and editorial director of Network World, which once again served as the event's flagship sponsor and a partner in the development of its

continued on page 5

tecChannel makes profit on first archive CD

TecChannel.de, which targets technically oriented computer and communications professionals, has become the first Webzine in Germany to produce an archive of its content on CD-ROM.

The 20,000 HTML pages on the CD include virtually all the news, reports, tests and know-how feature articles from 2000 and 2001, a total of 650 megabytes of data. There are also external links to manufacturers and programmers that can be opened directly from the CD.

Editor-in-chief and Associate Publisher **Frank Klinkenberg** said his staff created the CD-ROM to be able to offer users the same kind of service that readers of many conventional print titles get with year-in-review CDs.

The CD-ROM is sold through tecChannel's online store for 19.90 Euros (US$17). Subscribers to the quarterly *tecChannel* magazine and the e-mail newsletter are entitled to a special rate of 14.90 Euros ($13). Of the 1,000 CD-ROMs produced, 700 sold within the first month, more than double the break-even mark. Last week tecChannel also made available on the site a downloadable copy of the CD (300 MB in Winzip format) for 9.9 Euros ($8.50). "In only three days we had nearly 100 downloads, which is also a very good result," Klinkenberg said.

In January, tecChannel drew 1.3 million visits and 7.1 million page impressions, compared with 300,000 visits and 1.3 million page impressions during its debut two years ago. Klinkenberg expects 8 million page impressions in March given the promotional boost from the quarterly *tecChannel* and CeBIT during the month.

For details contact Frank Klinkenberg at fklinkenberg@tecchannel.de.

CIO

continued from page 1

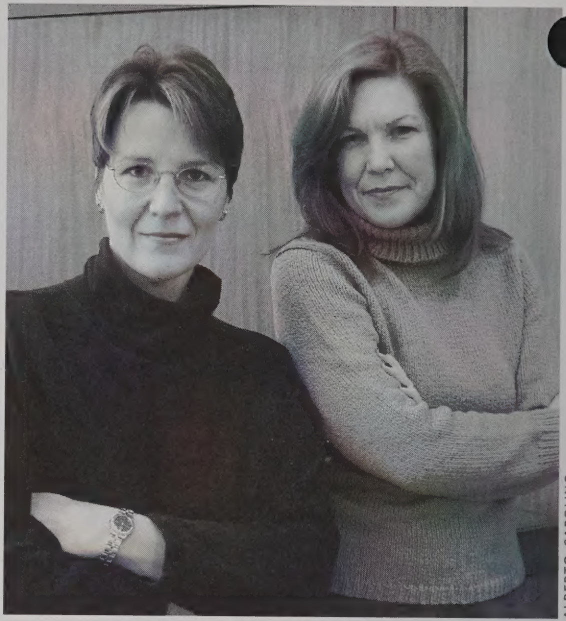
with us, and it showcases IDG's leadership in the field" said CXO Media VP/News and Information **Susan Watson**, who handles public and government relations for the company and who teamed with *CIO* Editor-in-chief **Abbie Lundberg** to shepherd the development of the guidelines. "*CIO* is an advocate for its readers and has strong ties to constituents through ongoing dialogue and communication. That strong media outlet/reader relationship may be one of the reasons this partnership is attractive to the FBI and the Secret Service."

Lundberg dealt with private industry, talking with CIOs and chief security officers about what types of cyber attacks they were experiencing and what kinds of information they would be willing to share with law enforcement. Watson probed her law enforcement contacts and asked them what kinds of information they would need from companies to begin a cybercrime investigation. Their goal was to make the reporting as simple as possible and standardized to work with any type of law enforcement agency. Perhaps the biggest achievement in the project was to get the Secret Service and the FBI simply to agree with the guidelines, Lundberg said.

"We've had a lot of feedback from our audience saying this is an important effort, a great first step, and the information it contains is right on target," Lundberg said. The next phase of implementing an effective cybercrime investigation process is more challenging, she added. "Businesses rightly believe government is not yet set up technologically to adequately share information across agencies, and they're concerned about confidentiality and who is going to see the data" that has to be reviewed during a cybercrime investigation.

CXO Media is taking a multifaceted approach to covering these kinds of security issues. Editorially, *CIO* is focusing on what government is doing to address confidentiality concerns. It is also highlighting private industry's efforts to help build the infrastructure needed to track cybercrime. Everything it covers related to security is housed in the online Security/Privacy Research Center (www.cio.com/research/security/) under the direction of two CIO senior writers, **Sarah Scalet** and **Scott Berinato**.

CXO Media is also continuing its long history of working with government agencies, such as the Department of Commerce's Critical Infrastructure Assurance Office, the Department of Justice, the National Security Council and the Office of Homeland Security, by providing speakers at their conferences, inviting their staff to speak at *CIO* events and serving as a resource and conduit to the business community.



ALBERTO CAPOLINO

CIO Editor-in-Chief ***Abbie Lundberg*** *(left) and CXO Media VP/News and Information* ***Susan Watson*** *have worked extensively with government agencies on security issues during the past few years.*

Last month, Lundberg and Group Publisher **Gary Beach** served on a "Cyberthreat Response and Reporting" panel at a United Nations conference on global e-commerce, where they talked about and distributed the guidelines at the session for senior-level diplomats, CIOs and CEOs. *CIO* also publicized the guidelines in its Feb. 15 issue and in an e-newsletter to readers.

To access the CIO Cyberthreat Response and Reporting Guidelines go to www.cio.com/research/security/response. For more information, contact Abbie Lundberg at lundberg@cio.com or Susan Watson at swatson@cxo.com. WU

JobUniverse editorial specials

IDG's global recruitment advertising site, JobUniverse (www.jobuniverse.com), is planning eight editorial specials, and all of the local IDG career Web sites participating in the JobUniverse network are invited to participate.

JOB UNIVERSE

"IT Careers in Automotive" will run for three months beginning in April or May on JobUniverse.com and can be adapted to run on any of the 15 local JobUniverse sites. Soon to follow: Careers in Consulting, Travel/Tourism, Telecommunications, Chemicals/Pharmaceuticals, Finance/Insurance, Logistics and Engineering.

JobUniverse Global Product Support Center Director **Gerd Mittmann** is organizing joint sales calls with local IDG salespeople for each of the editorial specials. For more information contact him at gmittmann@jobuniverse.com.

executive Q and A

Jeff Julian
The president and publisher of IDG.net is this week's guest columnist. He may be reached at jeff_julian@idg.net.

IDG.net at-a-glance

Established 1997

Location San Francisco

Number of employees 12

Mission To make IDG's content more accessible to its customers and its customers more accessible to IDG businesses.

FY02 goals Maintain or grow traffic levels, especially on IDG.net, and expand syndication opportunities.

Recent accomplishments We started work on a very exciting syndication project involving five different IDG sites (InfoWorld, Computerworld, Network World, CXO and ITWorld) and four different types of content (articles, white papers, discussions and Webcasts). The project, called "CIO Briefcase," is sponsored by Hewlett-Packard and launches this week. It is a great example of the best in IDG coming together in a new creative way to really deliver for the client.

Q What is IDG.net?

A IDG.net is the content umbrella site for IDG. We are sometimes referred to as an interactive newsstand, one in which users can find the information and/or site that is of the most relevance at any given moment. We leverage the vast amount of material produced by IDG publications to make it easy for users to find what they need quickly and easily.

Q What elements comprise IDG.net?

A There are basically five elements that make up IDG.net: the site, newsletters, search engine seeding, partnerships and syndication. The first two are normal extensions of an online business unit. We average about 800,000 unique users a month on our Web site and have 240,000 newsletter subscribers. We also provide search engine seeding services for all U.S. IDG sites. This involves stripping all the pages of all U.S. sites down to their most basic elements (removing scripts, graphics, layout, etc.), recompiling them to match the preferences of the different major search engines and then making those pages available to improve the search engine ranking. Our partnership efforts include traffic-driving efforts with eBay, Yahoo, CNN, etc. They are aimed mostly at improving traffic and reach for IDG sites. Lastly we provide syndication services to clients by representing IDG publications as a whole. We then can deliver a large amount of content in various vertical categories. Revenue is shared between IDG.net and the sites that produce the content.

Q What are your revenue sources?

A For IDG.net there are three: traffic-driving, syndication/custom publishing and advertising. As I mentioned, in the case of syndication this revenue is often shared with other IDG publications.

Q Who are IDG.net's competitors and how does it differentiate itself?

A We see our main competitors as CMP's TechWeb and TechTarget. These sites are most like us in what they do and whom they target. We believe that we provide a better service than these two because of the volume and quality of our content and the IDG.net editors who do the categorization. Of course TechTarget also uses IDG content without permission but not to the depth and breadth that is provided on IDG.net.

Q How does IDG.net provide both syndication opportunities and original content to clients?

Syndication is provided to our clients through a natural extension of our already existing publishing system. In order to support our Web site, newsletters and partnerships, IDG.net editors utilize our system to categorize and deliver content into prearranged channels (for example, security or e-business). That content can also be further refined by the editor if needed. If a client requests content in multiple categories or on a mixture of topics, our editors can shape new channels to serve those needs and then deliver the whole range of IDG content on those particular topics. Because it is an extension of our existing publishing system, it is then relatively easy to deliver that content in different ways (XML, FTP, SMTP), or in different mediums (to a client site, newsletter or a specially created site). We can provide original content through the same process; we simply add the step of content creation at the front end.

Q How do JavaWorld and LinuxWorld fit in?

A Last June, our group took over the operation of the two online magazines. Both use our production system and technical resources but also operate independently of IDG.net. They have their own editorial teams (headed by **Carolyn Wong** and **Mark Cappel,** respectively) and their own sales force (headed by **Todd Carville**). All three groups report to me, but JavaWorld.com and LinuxWorld.com are more like traditional IDG business units in that they produce all original content and focus on revenue activities in advertising, research and events. As a matter of fact, we're very excited to be launching JavaWorld's first event later this year, JavaJam, which will take place on a cruise ship in Alaska.

Q How would you like to enhance the relationship between IDG.net and IDG business units?

A First of all, I always relish opportunities like this column, because I think it's important that everyone at IDG understands what we do at IDG.net and how it benefits them. The more people who understand our activities, the better. Second, I'd like to do more syndication projects that drive revenue for multiple business units in a win-win situation, like the CIO Briefcase project (see sidebar). Lastly, we want to be able to get more granular with traffic driving, so that we can take advantage of the individual needs and strengths of the various business units. For example, we've been working more closely with PC World in trying to drive more traffic to their Product Finder area, which is a more direct source of revenue, rather than only to editorial pages.

IGS' creative approach with HP leads to 21-country deal

IDG Global Solutions (IGS) has generated substantial business recently by positioning itself as a media sales company that works as a strategic partner with key clients and agencies. This approach has yielded significant revenue for IDG, as well as a clear image of IGS as a trusted ally that develops creative ways for vendors to reach their audiences.

The most lucrative example of this partnership approach is an alliance with Hewlett-Packard that is the largest customized marketing initiative HP EMEA has ever done. The entire $1.2 million program runs across 21 countries in 22 publications and encompasses print ads, a survey of IT executives with the results contained in a four-page insert and a full 16-page white paper, and an IDG-hosted Web site.

The HP deal began with HP's desire to promote the "Always On Internet Infrastructure" brand in EMEA. Initially IGS staff suggested doing a CeBIT supplement but refined that into a research-led marketing program designed to secure a source of qualified leads. The program, developed in close association with Optimedia, HP's media agency in Europe, is designed to show HP as a thought leader empathetic to the problems facing CIOs. IGS enlisted the independent research firm Resource to interview 900 CIOs and senior IT decision makers in major companies in five European countries to better understand their concerns and views on the future direction of IT, the importance of infrastructure, enterprise strategies and more.

Under IGS's direction, the research will be repackaged into a four-page supplement, subtlely branded with the HP name, that will be used as a brand-positioning document. "It's important to show isn't not a sales piece," said VP/EMEA Business Development **Matthew Yorke**. "We want readers to view it as independent and authoritative, and it will be edited by an anonymous IDG editor to ensure it is captivating and has high impact."

The supplement's call to action is for readers to go to a special Web site (maintained by IDG Germany's tecChannel.de) and register to receive a copy of the full 16-page white paper. TecChannel will expose its brand to a wider audience via the masthead, and discreet HP branding will be next to the PDF download. The white paper will be available for two months beginning in April, and IDG will provide HP with weekly registrations and leads.

The four-page supplement will be translated into 15 languages and, during the first two weeks of April, will be inserted in 22 publications. IDG's *Computerworld* title in Germany, *Computerwoche*, is arranging for the printing of the 500,000 inserts, a profitable venture for itself. Each participating publication will receive nine color ad pages from HP.

JOANNE WILLIAMSON

Under the direction of IGS/EMEA Business Development ***Matthew Yorke*** *(right), Account Manager/Business Development* ***Philip Christer*** *(center) has been working full-time coordinating all aspects of the HP project. In addition, Senior Manager/International Sales* ***Robert Grange*** *(left) has dealt with Optimedia and collected ad rates from the participating local IDG offices. Media Services Manager* ***Karen Blythe*** *is making sure media insertions are delivered and run on schedule.*

HP's local country offices have asked IGS' permission to run the insert in local business publications, which IGS agreed to as long as *Computerwoche* received the extra printing contract.

The scale of the program has been a challenge but one that IGS welcomes, Yorke said. "The things we're doing on this project — essentially serving as a quasi-agency/communications company — are very complex and involved." IGS is managing the research, content and look and feel of the supplements, translations, printing and delivery and attending to details such as registering the Web site's domain name.

HP EMEA has been so enthusiastic about the marketing program — and to show its parent company that it is capable of developing great creative material — that it asked IGS to present the program to the HP board in EMEA. HP global budget holders in the U.S. have expressed a strong interest in the program being replicated in North America and Latin America, and IDG Communications is in the process of getting quotes on research costs.

"This project epitomizes everything that IDG Global Solutions is striving to achieve," said IGS EMEA/North America President **John O'Malley**. "We're developing unique customer-led solutions creating impact and sales leads that drive incremental revenue and value to the IDG business units and position IDG as a strategic communications partner."

For details contact matthew_yorke@idg.com.

Partnerships reveal hidden ad budgets

IDG Global Solutions/EMEA has a fruitful track record for establishing partnerships with agencies and vendors that have unlocked previously hidden advertising budgets, generated leads for the client and driven incremental revenue to IDG. Among them:

Cisco

Cisco maintained that it did not have any branding budgets. IGS sought out Cisco staff at the brand- and product-manager levels who had tightly targeted budgets. These people had never been approached by other media and, after six or seven meetings, IGS had forged strong relationships with them.

IGS created a small-to-medium business campaign designed to drive readers to a Web site to register for Cisco SMB information. The ad campaign, which began this month and ends in April, runs in *Computerworld* and *Network World* titles in the U.K., France, Germany, Italy and the Netherlands. Total revenue: between $350,000 and $450,000.

Nokia

Late last year Nokia Internet Communications (NIC) had cancelled a large portion of its 2001 EMEA run-of-press campaign in IDG publications due to the global downturn. However, NIC still wanted to capture data on potential clients while not using conventional advertising. IGS proposed a thought piece from IDC looking at the way networks will be distributed in the future and the security challenges posed.

The abstract of the white paper was used as a direct mail piece to drive traffic to the Nokia Web site where users could download the full white paper. The abstract was also distributed as an insert (500,000 copies printed by *Computerwoche* at a profit) to security decision makers in *Network World* and *Computerworld* titles in Italy, Sweden, France, Germany and Spain. Total revenue: $286,000.

Week of March 11, 2002

Chief Operating Officer, IDG (IDG)

The COO will work alongside business unit managers on their particular challenges, running the gamut from financial management, to human resource development, to strategic positioning--any day-to-day operational issue needing attention and guidance. This individual will act as an advocate for the business units' perspectives on decisions taken by the Executive Committee. Specific, immediate responsibilities the COO will focus on this fiscal year include the U.S. publishing operations, and specifically the Enterprise Media Group and Magazine Media Group as they build plans to improve operational efficiency and long term profitability. Other responsibilities include evaluating and enhancing IDG's Global Product Support Centers, the primary means of distributing organizational excellence and best practices globally throughout IDG's business activities. Finally, the COO will be assigned to specific tasks that arise in managing a global enterprise on a day-to-day basis, from mentoring a new business unit leader, to analyzing the source of a business unit's off-budget results, the typical responsibilities associated with a senior operating executive. The COO will report to IDG's CEO. IDG's business unit managers will continue to report to the IDG Executive Committee. *Location: Boston – MA*

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

President, Vertical Markets (Enterprise Media Group)

The President, Vertical Markets will report to the board of the Enterprise Media Group and be responsible for creating a new IDG business activity focused on serving the information needs of highly focused communities defined by industry (e.g. technology in manufacturing), technology product (e.g. storage) or job function (technology in marketing). These "micro publishing" markets will focus on delivering a highly useful content in email newsletters, web sites, conferences and print publications--the most profitable information portfolio for each respective audience. The business will have the advantage of IDG's extensive database of qualified professionals and marketing tools to identify and reach these audiences. Candidates will have proven ability in profitably building an information services business--writing and executing a business plan, hiring/developing staff, promoting cooperative relationships, communicating effectively, meeting customer expectations, building new revenue streams and meeting financial goals. Candidates must have the enthusiasm, discipline, creativity and drive associated with a successful product champion and track record from a successful career in publishing.
Location: Framingham, MA

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

National Advertising Sales Director (GMG)

IDG Games Media Group is seeking a senior level, sales management professional to manage GamePro magazine, the third largest male teen magazine in North America, and GamePro.com. Reporting to the CEO and Publisher, this position will be accountable for selling at a very high level and for overseeing and directing all sales planning and activity. Individual will be responsible for developing the sales strategy and implementing a sales plan including tools and systems to achieve revenue goals and increase market share. Individual will lead and manage a West Coast Sales and Marketing team as well as an East Coast Sales Manager. Through effective leadership you are responsible for retaining and developing a sales team that is rock solid in the customer oriented sales fundamentals of direction, quality, and quantity of sales effort. You will also be instrumental in building GamePro's presence and reputation among clients and for motivating and inspiring your staff to do likewise. Finally, you are a GamePro leader and problem solver, setting the right example for competitiveness, energy and positive attitude both inside and outside the organization. Minimum of 8 years sales experience combined with 5 years successfully managing a sales team required. A proven record emphasizing brand association, being customer and solution focused, and meeting aggressive revenue goals is required. Strong communication, interpersonal and negotiation skills a must. Availability for extensive travel required. *Location: Oakland - CA*

Contact: K. Shackelford, Fax: 415-975-2602, Phone: 415-979-9845, Email: jobs@gamepro.com

(CONT.)

Applications Developer/Database Administrator (IDC)

Group Overview: The IT group is seeking an Applications Developer who has experience with managing databases. This position will combine both roles in support of IDC's Software Research Group. **Responsibilities and Clients**: The individual in this position will play a key role in mission-critical systems administration and development, providing new products and enhancements that drive the way the Software Research Group and IDC do business. The Applications Developer/DBA will interact not only with IT staff, but also with individuals from Software's Product Management and Marketing areas. Development areas will include both Web Applications Development and Client-Server Development DBA responsibilities include running routine backups, performance tuning, data manipulation and reporting as well as database creation and maintenance. **Skills and Experience**: At least two years experience working with Java in an Oracle environment is required. Visual Basic experience is desirable. The successful candidate will possess a Bachelor's degree as well as excellent attention to detail, problem solving and communications skills. *Location: Framingham – MA*

Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Account Executive, GEA (IDC)

The Account Executive will be responsible for calling on Global Commercial 2000 companies in the following industries: financial (brokerage, banks, insurance), industrial, manufacturing and retail. Targets will include both technology adopters and eCommerce focused clients and prospects to maintain and grow base of these clients in their respective industries. The AE will be responsible for developing new business within these industries. Prior experience selling market research to the Director, VP level is a plus. In addition, experience selling solutions for both internal IT issues as well as external B to B markets is helpful. Proficiency in territory management skills and sales automation tools (Notes, Excel, World, Powerpoint) and at least 3 years of outside sales experience is necessary. BA/BS preferred. *Location: Mountain View – CA*

Contact: I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com

Client Service Representative, GEA (IDC)

The Client Service Representative is responsible for addressing customer service needs and collaborating with Sales Representatives to acquire and maintain customer accounts. The ideal candidate has strong organizational and communication skills and the ability to handle multiple projects and tasks. Knowledge of Microsoft Office/Windows95 is required; Lotus Notes experience is desirable. One to five years' experience in a sales support or customer service environment is preferred. Experience working in the IT industry or with IT clients is a plus. *Position is located in Mt. View, CA.*

Contact: I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com

Sr. Research Analyst, Consumer Semiconductor Markets (IDC)

The Sr. Research Analyst, Consumer Semiconductor will provide analytical coverage of major semiconductor communications and consumer markets including Broadband, Home Networking, WLAN, Set top boxes, and digital television. Coverage of these markets will include understanding, writing, and research on embedded processors and DSPs products. Analyst coverage of Broadband, Consumer, and HPNA markets (xDSL, Cable, Analog, VOIP Gateways) will include market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. The analyst will participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas, and support our biweekly semiconductor perspectives newsletter. The analyst will also provide customer service in terms of meeting with customers, product briefings, presentations, and inquiry support. The analyst will interact in a team environment with other IDC analysts inside and outside the semiconductor research group in addition to participating in consulting projects and sales and business development. Clients include: Texas Instruments, Intel, Analog Devices, Broadcom, Conexant, and National Semiconductor. 3-5 years of analyst, consulting, or writing experience covering the Consumer and Semiconductor space. Must have: ability to work with clients, under strict deadlines, presentation skills. Technical skills include spreadsheet, database, word and Powerpoint proficiency. Forecasting experience a definite plus. This position will travel occasionally for client visits or conferences, but travel will be very limited. *Location: Mountain View - CA*

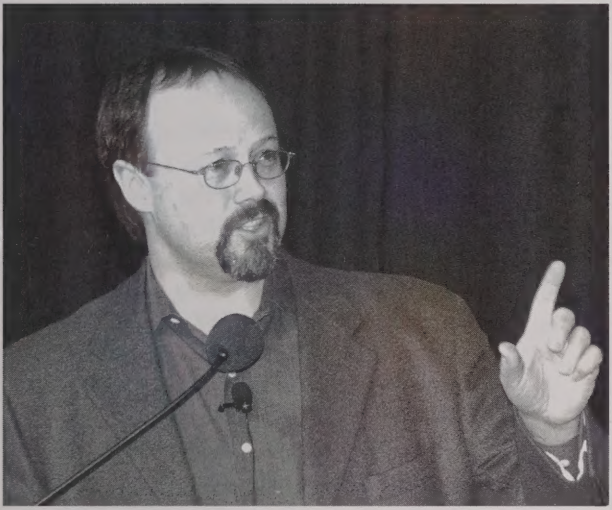
Contact: I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com

IDG World Expo

continued from page 1

conference program. Network World presented its 16th annual User Excellence Awards to honor end-user organizations for innovative and effective use of network technology in cutting costs, improving communications and enhancing productivity. Gallant also hosted a "VPN Showdown" in which executives from leading virtual private network providers fielded tough, unscripted questions from analysts and each other as well as from the audience.

Meanwhile, a second group of World Expo employees was raising the curtain on LinuxWorld Conference & Expo, held at the Jacob Javits Convention Center in New York Jan. 29 - Feb. 1. Now in its fourth year, the bi-annual show this year reflected a maturing market for Open Source technology both on the exhibit floor and in product announcements, as well as in its conference track, noted IDG World Expo President & CEO **Charlie Greco**. "We are encouraged to see how Linux is making inroads in the enterprise and pleased with the feedback we've received from exhibitors who generated solid leads and closed sales at LinuxWorld," he said.



*Network World Editorial Director **John Gallant** leads the questioning of four leading virtual private network vendors at the VPN Showdown at COMNET 2002. In a five-year partnership with IDG World Expo, Network World has hosted Showdown debates on topics as varied as switching, operating systems and security.*

A highlight of the event was the opening keynote address, delivered by Hewlett-Packard Chairman & CEO Carly Fiorina. Speaking to a standing-room-only crowd, Fiorina highlighted HP's success with Linux through its customers and said that her company's proposed merger with Compaq Computer benefits Linux due to a "deeply shared belief in standards-based platforms and technologies." Other keynote speakers included William Zeitler, senior VP and group executive of IBM's Server Group and Sanjay Kumar, president & CEO of Computer Associates.

Four exhibitors — IBM, HP, Compaq and AMD — used the event to host their own customer days, providing a day-long program featuring product case studies, participation in the companies' show events including keynotes and exhibit tours, product demonstrations and social events. "Companies have begun to take advantage of our shows as a location for such days," noted IDG World Expo VP, Event Services **Darrell Baker**. "It's a cost-effective way to help close sales and to provide that all-important one-to-one marketing."

*Back row (l-r): **Frank Netherwood**, sales manager; **Rob Scheschareg**, VP sales, marketing and product development; **Traci Zimmerman**, operations coordinator. Middle row, (l-r): **Danielle LaMountain**, senior accountant; **Kathy Moran**, conference manager, LinuxWorld; **Brooke Selby**, director of public relations; **Aramis Jordan**, senior sales manager; **Debbie Strauss**, marketing manager. Front row (l-r): **Lauren Davis**, conference manager, BioITWorld; **Robin Wiersma**, associate staff accountant.*

Noting that IDG World Expo's events are a "critical marketing and sales vehicle for many companies," Baker quickly dismissed the idea that the company might scale back on its annual event offerings. "If we cancelled any of the these shows, not only would it be a disservice to our exhibitors and attendees, but it would also in a sense be contributing to the very downturn we're fighting against."

In what could be construed as a bit of a silver lining, Baker did note that the constraints imposed by the tight economy have forced him and his colleagues to use "a lot of lateral thinking and creativity. For example, we have put more of an emphasis on marketing our events to qualified regional attendees, for whom the cost to attend is minimal." She also said they are trying new ways to reach target audiences, identifying new types of packages on the exhibitor and attendee side that offer greater affordability and introducing new loyalty programs.

For more information, contact IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com.

IDG World Expo launches BioITWorld Conference & Expo this week at the World Trade Center Boston. For more information, visit www.bioitworld.com.

heroes *employee*

Michelle Chase makes Corporate Services Group hum

IDG's Corporate Services Group's (CSG) Credit Department is giving credit where credit is due – to Senior Administrator **Michelle Chase**.

"If it wasn't for her, our group would be running around the office like chickens with our heads cut off," said Senior Credit Analyst **John Robison**. "Michelle is to the Credit department what a drummer is to a band — the steady driving force that keeps the department upbeat and glued together."

"She is the creative genius in our department," said Credit Analyst **Cathy Garland**. "Often her creativity plays a good part in motivating our team and the whole Five Speen Street group."

The end of the fiscal year in September is very intense time as the department makes a concerted effort to collect outstanding monies. Before the quarter begins, the group holds an off-site departmental meeting. "Michelle, along with our managers, works very hard on coming up with a new meeting theme every year," Garland said, with past motivational themes ranging from Dialing For Dollars to Team CSG race cars speeding toward a goal. "She makes sure that the department is decorated with reminders that it is the fourth quarter and that we are a team," Garland said.

"At the end of the fiscal year we're trying to get as much cash in as possible," said Senior Credit Analyst **Jim Falanga**. "Michelle will run to the bank to make deposits for us, pull invoices, proof letter drafts or do copying, which is not her job, but she does it for us anyway."

Chase's supervisor, Corporate Credit Manager **Amy Hanania**, said that Chase's job description is vague "because she does anything and everything you need her to do and with a big smile." A CSG member since 1987, her work is "top-notch," and she has been a hardworking, positive force both within the department and IDG CSG.

To that end, Chase has worked on several IDG committees charged with improving the workplace, including the Core Competency Committee, Corporate Action Counsel and the Mission Vision Goal team. She is currently chairperson of the IDG Charity Committee and was the catalyst for its formation.

Magic Happens

IDG WORLD UPDATE

*Thanks to **Michelle Chase**'s talent for orchestrating, Corporate Services gets a lot done and has fun, too.(Perhaps that virtual baton is really a magic wand!)*

For years Chase has organized most, if not all, of IDG CSG's charity activities, including its annual participation in the Giving Tree during the holidays and the Back to School program so children can go start school with new clothes, backpacks and supplies. The Charity Committee's most recent event was a book drive to support Read Across America. It collected books for a local elementary school that has a monthly book swap that some students are unable to participate in because they do not have a book to trade. The Charity Committee collected 325 books so that all the students could participate.

"If asked, Michelle will always downplay her involvement," Hanania said, "and make you feel like you are the one making a difference, when in reality she is the one inspiring everyone to become involved."

Bookkeeper **Jane Jordan** said Chase consistently goes beyond the expected so that many others may reap the benefits of her hard work, caring and talent. "It's just the way she thinks things should be."

Nominate a hero

What typifies an IDG Hero? An IDG Hero is someone who embodies one or more of IDG's Corporate Values, made an extra effort to help a client or co-worker, saved the business unit money, streamlined operations or just has a great attitude that lifts colleagues' spirits during tough times.

All IDG employees are invited to nominate deserving colleagues to be profiled in this onging feature. Please send the employee's name and a brief description of what makes them an IDG Hero to world_update@idg.com.

World Update Online's classifieds

Find these items and more in the Marketplace section on www.idgworldupdate.com.

FOR SALE

Fireplace tools. Wood grate (for use inside the fireplace), poker and broom. Black and [almost] new! $135. Contact Nancy Parquette at nparquette@nww.com.

WANTED

Model trains. Looking to expand my layouts. Will pay fair price for your "N" or "HO" rolling stock, structures/buildings and accessories. Contact Tom Fitzpatrick at tfitzpatrick@idc.com.

noteworthy people

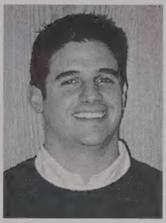
Bernsel

IDG WORLD UPDATE

Pannier

IDG WORLD UPDATE

Fitch


IDG WORLD UPDATE

Rosette

IDG WORLD UPDATE

Porcello

Promotions

Fredrik Bernsel, currently editor-in-chief of IDG Sweden's *Natverk & Kommunikation*, has taken on additional responsibilities as editor-in-chief of *Biotech Sweden*, slated for an April debut. "Fredrik is a true entrepreneur who has been on my back for many years to get some funding for a biotech publication," said IDG Sweden General Manager **Bengt Marnfeldt**. "*Biotech Sweden* was registered in 1998, but at that time we were too much involved in the Internet area. So when he saw that *Bio-IT World* was being planned in the U.S., I could not say no. Fredrik is one of our outstanding chief editors with a business sense, and in our company our entrepreneurs do not get promoted – they promote themselves." Bernsel, a seven-year IDG veteran, has an M.S. in computer science from the Royal Institute of Technology in Stockholm.

New employees

IDG World Expo welcomes **Jack Pannier** as sales manager for COMNET Conference & Expo. He previously worked at Key3Media as an international sales manager. Jack has a B.S. in business administration with a concentration in marketing from Boston's Northeastern University. He enjoys outdoor sports and, during the past five years, has visited 24 of the 30 major league baseball stadiums in the U.S. He plans to polish off those in Texas and the West Coast soon.

COMNET Conference & Expo Sales Manager **Jon Fitch** also comes to World Expo via Key3Media's international sales group. He attended Framingham (Mass.) State College and has worked in sales for several industries and also owned his own business. Outside the office he heads for the slopes to ski with his family.

Also new to IDG World Expo, BioITWorld Sales Manager **Don Rosette** previously served as the sponsorship and exhibit sales manager for IQPC, a business research firm that produces small niche conferences. He earned a B.A. in marketing from Suffolk University in Boston and spends his off hours running and playing various sports.

Bookkeeper **Bella Porcello** has joined IDG Framingham after working as an accounting clerk at Cornerstones, a travel services firm. She spends her free time gardening and painting decorative images on furniture, most recently toy chests for her nieces.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Diane Martin *CXO Media*

23

Walter Schönberger *IDG Germany*

21

Shirley Ingram *IDG Australia*

19

Lucy Sheehan *IDG*
Dorthe Theodoraki *IDG Denmark*

16

Melanie Guy *Computerworld*

14

Vibeke Whitehead *IDG New Zealand*
Peggy Watt *PC World*

12

Grant Clothier *IDG New Zealand*
István Bíró *IDG Hungary*
Patricia Smith *IDG World Update*

11

Cathy O'Leary Hayes *CXO Media*
Heidi Broadley *Computerworld*

10

Ousmane Keita *IDG Czech*

9

Elana Varon *CXO Media*
Nedialka Yolovska *IDG Bulgaria*
Eva Pechova *IDG Czech*
Tim Clarke *IDG International Publishing Services*
Peter Vermeulen *IDC Benelux*

7

Kim Giovanni *CXO Media*
Martin Fatun *IDG Czech*
Márta Rácz *IDG Hungary*

6

Tom Field *CXO Media*
Daniel Vojnik *IDG Czech*
György Gazdag *IDG Hungary*

4

Chris Hempel *CXO Media*
Nicole Spitzauer *IDG Germany*
Ivan Novotny *IDG Czech*
Lidia Cendros *IDG Spain*
Catherine Chung *IDG Hong Kong*

3

Chris Brown *CXO Media*
Amy Sanderson *CXO Media*
Lisa Chaffin *CXO Media*
Richard Yen *IDC Japan*
Nadejda Karadjova *IDG Bulgaria*
John McCarthy *InfoWorld*
Nicole Glatz *IDG Germany*
Carmen Pastor *IDG Spain*

2

Kelly Kimball *CXO Media*
Wat Maruyama *IDG Games Media Group*
Mariko Murakami *IDG Japan*
Ken Amemoto *IDG Japan*
Emiko Morino *IDG Japan*
Fung Yee Tang *IDC U.K.*
Jeannie Morais *InfoWorld*
Sera Opoku *IDG Germany*
Manuela Wittenhagen *IDG Germany*
Andrea Reindl *IDG Germany*
Arne Arnold *IDG Germany*
Allison Wright *Computerworld*
Gavin Sherry *IDG Australia*
Nora Hayes *IDG World Expo*
Patrick Beyries *IDG*
Zoltán Taute *IDG Hungary*
Abraham Rodriguez *IDG Spain*

1

Alex Guzman *IDG Games Media Group*
Ryoichi Ito *IDG Japan*
Kristina Ternenyova *IDG Czech*
Ales Mlejnsky *IDG Czech*
Linda Bertolissio *IDG Australia*
Betinna Mariah Larsen *IDG Denmark*
Birgitte Henriksen *IDG Denmark*
Lena Holm Petersen *IDG Denmark*

celebrating 10!

IDG/IDC Denmark staff mark milestone

During a recent visit to the IDG/IDC Denmark offices, IDG Chairman ***Pat McGovern*** *hosted a luncheon for eight employees who were celebrating 10 or more years with the company. Arriving from the airport in the neon green taxi JobWorld Denmark is using to promote itself to the Danish public (right), McGovern posed with the celebrants outside their office. Pictured above are (l-r):* ***Lisbeth Egeskov****,* ***Torben B. Sørensen****,* ***Kirsten Bæk****,* ***Berit Ellegaard****, hosts IDG Denmark Managing Director* ***Preben Engell*** *and McGovern,* ***Britt Kardel-Hetting****,* ***Anne-Lise Wang****,* ***Mirla Bergh Fallesen*** *and* ***Per Andersen****.*

Lisbeth Egeskov is a staff writer with responsibility for *Computerworld*'s e-business coverage. Lisbeth joined IDG in January 1990 and enjoys swimming, gardening and spending time with her husband and sons.

Torben B. Sørensen is a reporter at *Computerworld* where he covers networking, storage and software development. He joined IDG in July 1990 and in his spare time he enjoys singing with a local choir.

Kirsten Bæk is an editor in IDG Denmark's book division. She joined IDG in March 1990. Prior to joining IDG she was a software instructor. Kirsten enjoys badminton, sailing, travel and taking part in her childrens' school activities.

Berit Ellegaard is IDG Denmark's art director. She began her IDG career in 1991 as a sales coordinator for *PC World*, *Web World*, *Windows World* and *LAN World*. In her free time, she plays team handball, skis and likes to read.

Marketing Manager **Britt Kardel-Hetting** handles marketing, sales, circulation and promotion. She and her team were responsible for arranging *Computerworld*'s 20th anniversary celebration. She joined IDG Denmark in October 1991 and loves to spend holidays in France with her husband and daughter Caroline, 3 1/2.

IDC Vice President for European Software Research **Anne-Lise Wang** joined IDC in March 1987 and has held various research management and management positions. She has three children ages 2 to 9, who have broadened her sphere of interests to include acting, sailing, art classes and Harry Potter. She also enjoys ballet, politics and literature and attempts to keep up with a regular exercise routine.

Mirla Bergh Fallesen is IDC's Nordic administrative and finance manager. She joined IDC as a part-time accountant in October 1985. She enjoys music and has been an enthusiastic member of a chamber choir for a number of years. When not working, she enjoys spending as much time as possible at her newly acquired farmhouse where she and her husband, family and friends relish time in the beauty of the Swedish forest.

IDC Nordic Managing Director **Per Andersen** joined IDC in 1990. Previously a manager at the Copenhagen University Computing Center, today he manages a staff of 45 at the IDC Nordic organization including the European Research Centers for Internet and Software and Interactive Products & Services in Europe. Per is married and enjoys a wide range of non-IT hobbies ranging from geneology research to Chinese art.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Mette Lautrup *IDG Denmark*
Brooke Selby *IDG World Expo*
Beth Wickenhiser *IDG World Expo*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

18 MARCH 2002
VOLUME 32, NUMBER 9

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Computerworld's Premier 100 a success by every measure

Three-year-old event's relentless focus on readers helps boost attendance, revenue, profits

IDG WORLD UPDATE

Computerworld Editor-in-chief ***Maryfran Johnson*** *addresses the 403 attendees at this year's event, which boasted a jam-packed agenda featuring 65 speakers and panelists over two days.*

At a time when IT event organizers fret over the potential for low attendance and sponsorship interest, Computerworld focused on what works best for its audience. That approach made the third annual Computerworld Premier 100 leadership conference an unequivocal success. This year's event, which drew more than 400 high-level IT executives and early adopters of technology to Palm Desert, Calif., earlier this month, saw a 30% increase in revenue and three times the profit from the 2001 event.

Editor-in-chief and conference chair **Maryfran Johnson** credited the event's profitability to striking the right balance between vendor sponsorships and paying-attendee revenue, noting that in these times of tightened travel budgets, people are only willing to travel to a conference that gives them the best value.

Computerworld's Premier 100 conference featured three days of high-level executive peer-to-peer networking, idea-sharing and awards for the 100 honorees and other attendees, all concentrated on leading-edge IT and business.

"This is a different kind of conference because it's so peer-driven," Johnson said. The panelists and featured speakers – including CIOs from United Air-

continued on page 4

CIO, *PC World* earn Neal Awards for editorial excellence

PC World staff show off a reproduction of their Neal Award-winning issue focusing on Internet dangers. In front, holding the poster are: ***Richard Baguley, Aoife McEvoy, Rebecca Freed, Michael Lasky*** *and* ***Eric Dahl****. Others include:* ***Alexandra Krasne, Melissa Perenson, Kisa Cekan, Elliott Kirschling, Robert James, Beth Kamaroff, Kate Godfrey, Barbara Adamson, Sean Captain, Dennis O'Reilly, Tracy Yee, Kalpana Narayanamurthi, Kristina Saar, Paul-Michael King, Stephen Compton, Harry McCracken, Kevin McKean, Ed Albro, Jeff Kuta, Kimberly Brinson, Fane Wolfer*** *and* ***Steven Gray****.*

IDG was once again represented in the winner's circle at last week's 2002 Jesse H. Neal National Business Journalism Awards ceremony in New York City. *PC World* took home top honors for Best Subject-Related Series of Articles for its May 2001 issue on Internet dangers, "Net Threats 2001." The award brings PC World's Neal Award total to 13 plus two Grand Neal Awards — more than any other computer/technology publication. *CIO* won top honors for Best Single Article for its June 1, 2001 piece, "Outbreak," which takes a blow-by-blow look at one company's encounter with a virus-caused security breach.

"Congratulations and thanks to all on the *PC World* editorial, Test Center and art department teams," said Executive Editor **Harry McCracken**.

continued on page 6

Four awards programs recognize IDC employees' contributions

IDC recognized the recipients from four awards programs during the company's recent quarterly meeting.

IDG WORLD UPDATE

IDC employees who earned awards recently included (in alphabetical order): ***Phyllis Borden, Brenda Casey, Daniela Cimino, Jill Fioretti, Meg Follmer, Liz Gagliardi, Linda Goldrick, Jason Gould, Cynthia Holden, Shaw Lively, Ned May, Scott McLarnon, Aaron McPherson, Alexander Motsenigos, Paul Morrisette, Rob Rosenthal, Alex Slawsby, Will Stofega, Paul Strauss, Michele Tousignant, Merrill Walsh, Andrew Ware, Suzanne Woodruff*** *and* ***Ruthbea Yesner****.*

Annual Research Awards for 2001

Most Popular Author, Report (most-downloaded report on idc.com for 2001)
Rena Bhattacharyya and **Courtney Munroe**
"Worldwide Telecommunications Services Revenue Forecast and Analysis, 2000-2005"

Most Popular Author, Bulletin (most downloaded bulletin on idc.com for 2001)
Tony Picardi
"Global Software in a Changed World"

Best-Selling Author, Report
Ned May
"Worldwide IT Services Industry Forecast and Analysis, 2000-2005"

Best-Selling Author, Bulletin
Katrina Menzigian
"Wheelhouse Brings eMarketing Infrastructure Services to Market"

Rookie of the Year
Alex Slawsby, Winner
Will Stofega, Runner-Up
Mike Swenson, Runner-Up

Research Quality Awards for the fourth quarter of FY2001 and first quarter of FY2002

Research Quality Awards are considered for documents that can be described in one or more of the following ways: intelligent, forward-looking/thinking (breakthrough), unbiased/trustworthy (sound methodology), decisive/results-oriented, collaborative, entrepreneurial, "tour de force."

Cindy Borovick, **Robert Gray**, **Eric Sheppard**, **Paul Strauss** and **Vernon Turner** (U.S.)
"Reweaving SAN Fabrics: Worldwide Open Systems SAN Interconnect Fabric Forecast and Analysis, 2001-2005"

Weili Su and **Randy Giusto** (U.S.)
"Erratic Signals: Worldwide Handset Market Forecast and Analysis, 2000-2005"

Steve Hendrick and **Ludovica Bruno** (U.S.)
"The 2001 IDC Professional Developer Model"

Julie Gage, **Kevin Restivo**, **Steve McHale**, **Stephen Graham** and **Nicole Gallant** (Canada)
"North American Software Influence Activity Forecast and Analysis, 2001-2005"

Aaron McPherson and **Rob Rosenthal** (U.S.)
"Lessons Learned From the First Generation of eMarketplaces"

Marianne Kolding (London)
"eGovernment Services in Europe: Where Are the Opportunities?"

Alexander Motsenigos (U.S.)
"Worldwide Globalization and Localization Services Market Forecast and Analysis, 2000-2005"

IDC Excellence Awards for Q1 2002

The Excellence Awards Program recognizes, encourages and rewards IDC employees for outstanding performance and service. The program recognizes both specific accomplishments and consistently superior performance.

Research & Consulting
Al Gillen (Software Research) for Product Quality
Bill Kelly (Hardware Research) for Client Service
Shaw Lively (Internet Research) for Business Development
Brian McDonough (Software Research) for Client Service
Jim O'Brien (Hardware Research) for Product Quality
Felipe Rezk (Latin America Telecom Research) for Product Quality

Corporate Services
Carolyn Burton (Human Resources) for Quality
Cynthia Holden (Education) for Team Player
Kathy Laporte (Finance) for Client Service
Tom Richard (Fulfillment) for Client Service
Scott Saunders (Information Technology) for Quality

Sales
Noelle Bonczek (Internet Portals & Partners) for Teamwork
Erin McCue (Enterprise Sales) for Teamwork

Teamwork Awards
IBM eBiz Solution Tracking Project Team: **Meg Follmer**, **Bill Manning**, **Scott McLarnon**, **Andy Ware**, **Ruthbea Yesner** (Consulting Team)
Juggernaut & Sekai Team: **Bronnie Cleary**, **Wes Dotts**, **Alex Fyxon**, **Ludmila Kozina**, **Paul Morrisette**, **Paul Mouradian**, **Kalyan Samanta** (Sales Management and IT Development)

Annual Corporate Services Awards 2001

2001 Corporate Services Partnership Awards
Phyllis Borden - Telecom
Suzanne Woodruff - General Services

2001 Corporate Services All-Stars:
Brenda Casey - Group Operations Team
Daniela Cimino - Publishing Services & Technologies (PS&T)
Elizabeth Cole - Human Resources
Liz Gagliardi - Corporate Marketing
Linda Goldrick - General Services
Jason Gould - PS&T
Scott Springer and **Michele Tousignant** - Education
Merrill Walsh - Library
Amy Wrenn - IP&S

2001 Corporate Services Rookie-of-the-Year
Jill Fioretti - Human Resources

For more details on IDC's recognition programs, contact Human Resources Representative **Carolyn Burton** at cburton@idc.com.

executive Q and A

Janis Crowley
The vice president/general manager of IDG Recruitment Solutions is this week's guest columnist. She may be reached at janis_crowley@itcareers.net.

IDG Recruitment Solutions at-a-glance

Locations San Mateo, Calif. (headquarters), remote sales offices in New York, Boston and Chicago.

Established October 1999

Number of employees 12

Mission IDGRS is committed to leading the IT recruitment market by offering innovative print and online products, giving Fortune 1000 companies a one-stop solution to the help wanted advertising process.

Recent accomplishments
In partnership with IMDiversity, IDGRS debuted a groundbreaking series focusing on diversity in the IT field. The first edition was an overview of the topic, and subsequent articles will focus on sexual orientation in IT, African Americans in IT, and Latinos in IT, to name a few.

IDGRS also launched the recruitment advertising section in the new IDG publication *Bio-IT World*. Recruitment advertisements in the March issue include a custom publishing piece from St. Jude's Children's Research Hospital and ads from Millennium Pharmaceuticals, Allergan, Parexel and Antigenics.

Q Why does IDG need a recruitment advertising network for its weekly U.S. publications and Web sites?

A The IDG Recruitment Solutions (IDGRS) network allows customers to target IT professionals across IDG's highly regarded enterprise publications (*InfoWorld*, *Computerworld*, *Network World*, *CIO* and *Darwin*) and the ITcareers.com Web site. The efficiency and ease of having a one-stop recruitment resource allows customers to reach more IT professionals in a cost-effective and timely manner. Our customers have responded very positively to the integration, which allows them to make regional, national, online and print recruitment buys with one phone call. Further proof of our success is the market share of IDGRS: 98% in the six-book market, which includes *eWeek* and *Information Week*, and 75% in the 17-book market, which includes the major-market newspapers.

IDGRS also publishes career-related advertising supplements on topics customized to our clients' recruiting needs, including features on specific skill sets, geographic spotlights, diversity and women in technology.

Q How and why does IDGRS focus on diversity initiatives?

A Twenty years ago, diversity in the workplace was a dream. Ten years ago, diversity in the workplace was an initiative. Today, diversity in the workplace is no longer a luxury — it is an imperative employers must recognize. IDGRS connects job seekers with not only career-related information regarding diversity initiatives but openings suited to their skill sets.

Strategic partnerships are the core of our diversity initiatives. Working with both Women in Technology International (WITI) and IMDiversity, IDGRS reaches out to minorities in IT and engineering. Through *WITI FastTrack* – quarterly advertising supplements directed toward the most powerful women in IT — IDGRS provides a targeted offering to recruitment advertisers who have separate budgets designated to recruit women for technology-related positions. Female subscribers to *Computerworld*, *InfoWorld*, *Network World* and *CIO* receive the supplements, as well as all the attendees of WITI's conferences and expos throughout the U.S.

Q In what other ways do you work with business units?

A We work with *Computerworld*, *InfoWorld* and *Network World* to promote their career-related issues. With *Computerworld*'s 100 Best Places to Work in IT Worldwide fast approaching [this supplement rolls out soon in 22 countries], IDGRS has developed presentations, sales tools and marketing materials to make this issue shine. We also work to promote big issues such as *Network World*'s Signatures Series, and *InfoWorld*'s Compensation Survey. These kinds of issues have an extended shelf life — a great selling point to clients! With top-notch career-related editorial, these issues are kept for reference throughout the year, extending the general recruitment message of the advertising company.

IDGRS sponsors the annual Computerworld Technical Recruiting and Retention Conference (CTRRC). The sessions provide human resource managers and recruiters with tools and information on best practices for recruiting and retaining the IT and engineering leaders of tomorrow. Hundreds of human resources professionals from Fortune 1000 companies attended 2001's CTRRC that featured conference topics such as "International Internet Recruiting" and "Recruiting for Rapid Growth." Attendees are thrilled with this event's face-to-face contact with leaders in the IT recruitment field.

Q What is IDG Recruitment Solutions' role within JobUniverse, IDG's 15-country recruitment ad network?

A IDGRS serves as the U.S.-based sales agent for customers interested in implementing a global recruitment strategy. Additionally, we work in tandem with the JobUniverse Global Product Support Center in Munich to share intelligence and on the creation of integrated recruitment media plans to capture the U.S. and global markets. Currently, we are working together on the Computerworld Best Places to Work in IT Worldwide initiative.

Q How do you compete with larger online job sites such as Monster.com?

A Being targeted specifically to experienced IT professionals gives IDGRS a competitive edge over general job boards and the metropolitan newspapers, which are filled with a wide range of job openings, i.e. cashiers, administrative assistants, bank tellers, etc. We offer our Fortune 1000 customers integrated recruitment packages of print, online and diversity initiatives to reach their audience: the IT leaders shaping the future who turn to our products and services every day to keep abreast of industry and technology trends. We are also in the process of finalizing a contract with a major e-recruiting partner to further extend our reach to the IT community.

Marketing Premier 100 in a tough economy

Computerworld VP of Marketing **Derek Hulitzky** noted that two timeless marketing rules were critical to the success of the Premier 100 event.

Market early. Whether the economy is brisk or bad, it's always a good idea to market events early. "Marketing the 2002 Premier 100 earlier than in previous years proved to be one of the 1,000 factors that led to success this year," Hulitzky said. "We ran the first attendee advertising a full four months in advance, and we're targeting at least a six-month lead for next year's Premier 100." Computerworld also rolled out the sponsorship packages to its sales force and the sponsor market seven months prior to the event.

Market often. Whether it's house advertising in print, e-mail direct marketing, postal direct marketing or calendar listings in other publications, "the three keys to generate attendees are frequency, frequency and frequency," Hulitzky said. "Get your message out early and make sure it's across multiple platforms. The steady and cumulative drumbeat will reinforce your previous messages. And even if an attendee prospect doesn't take action on the first, second, or third message they see, your multiple messages will move them further along the awareness, consideration and registration curve. The next message may cause them to register — and when they do, it was really the first, second, third and fourth messages that made it happen."

Computerworld Premier 100

continued from page 1

lines, BellSouth, Walt Disney World Resorts and Pacific Gas & Electric — were all IT executives talking about what the audience most wanted to hear about: integration, infrastructure and the Internet. "The emphasis is on how to go forward with what they have in place now, how to think creatively, how to improve management," Johnson added. "And they come to this conference to find out what their peers are doing."

Louis Gutierrez, principal with The Exeter Group, Inc. and former CIO of Harvard Pilgrim Health in Boston, praised the positioning of the Premier 100 event. "It is of, by and for IT leaders and balances a content-based agenda with vendor support."

Eighty percent of the attendees are senior IT managers, according to Johnson, "the real hands-on, in-the-trenches people. This is *Computerworld*'s core audience, and we love to honor them."

More than 350 potential IT leaders were nominated by *Computerworld* editors and writers, IT business executives, public relations firms, recruiters, vendors and industry organizations. All nominees were then sent an online, 65-question survey in June 2001, focusing on their IT experience and operations, management style and project leadership. Led by Senior Projects Editor **Ellen Fanning**, a committee of *Computerworld* editors evaluated the questionnaires and chose the Premier100 IT Leaders. The criteria took into account everything from having a positive impact on their companies through technology to demonstrating outstanding IT management practices, mentoring and motivating employees, and finding innovative approaches to business challenges.

"When we started out three years ago, the Premier 100s were mainly nominated by our staff," Johnson said. "It was a reward for being a good source, and we knew firsthand about their leadership capabilities from writing about them." Now, many of the nominations come from other IT leaders, vendors and industry groups, as well. And the *Computerworld* editors know many of the nominees through covering their IT implementations and keeping them all in an editorial user database. "We're out and about in the industry, and we meet our readers, who refer us to other people. The attendees also know each other from other conferences and events. It's a big circle of relationships — a true community," Johnson said.

Although the conference's agenda is built by *Computerworld* editors, it stems directly from what the attendees identify as their top-of-mind issues.

*Front row (l-r): Conference Manager **Nan Jurgelewicz**, Customer Service Coordinator **Kate Davis**, Editor-in-chief **Maryfran Johnson**, Operations Coordinator **Lynn Mason**, Operations Manager **Bernice Osborne**, Customer Service Coordinator **Pam Malingowski**. Back row (l-r): Group Manager, Events, **Michael Meleedy**, Director, Strategic Initiatives **Leo Leger**, VP Marketing **Derek Hulitzky**, VP, General Manager, Strategic Programs **Ron Milton**, Toffler & Associates Futurist Thornton May, IT Manager **Mike Mutrie**.*

"We get their top 10 topics of interest and loads of statistics from the questionnaire, not to mention a tremendous number of story ideas," Johnson said. "It helps us sanity-check our own direction at *Computerworld*."

Laurie Marinone, *Computerworld* account director, said she learned from IT leaders there how and why they're successful in the market. "We read about it all the time, but to hear them speak about their experiences brings it all together, and it gives me tons of anecdotes for the next three months of business calls."

Rather than market their products on stage, the 16 vendor sponsors were given the opportunity to present case studies to show how their customers use their products. "There's no originality in a conference that puts only vendors on stage," Johnson said. "The idea is to showcase what we do best – understanding what our users are doing and what their concerns are."

She said the sponsoring vendors – Avaya, Hewlett-Packard and Teradata among them — do get something unique from the Premier 100: a chance to meet and talk with a diverse group of high-level IT professionals, as well as several *Computerworld* editors and reporters.

"We have to keep in touch with our readers and users, but in order to bring them the information they

continued on next page

need we have to keep in touch with the vendors and what they're doing," Johnson said. "Gathering information from a diverse group of sources is just good journalism, and vendors are sources, too."

Third-time attendee Larry Gordon, vice president, marketing at Cognizant Technology Solutions said he learns something new at each event. "No other conference offers the same intimacy, quality of attendees and venue," he said. "What's different about the Premier 100 is that there's a distinct community around *Computerworld* and IDG and the people who have relied on the publication and the company, and they've succeeded based on the knowledge they've gained from both."

Computerworld Vice President and CIO **Rick Broughton** said the conference generates both revenue and a reader focus. "It's a hands-on, face-to-face extension of what we do every week in print and online and the perfect way to stay close to the customer. With these kinds of things you get an affinity for a brand and brand loyalty, as well as share the wealth of knowledge of this audience."

The conference is a win-win situation for everyone, Johnson said. "We get the chance to honor our readers, forge connections and build affinity for the *Computerworld* brand. Attendees are proud and thrilled to be here, to get away for a few days, take a deep breath and think about where they're going. A conference like this gives them ideas and a reality check. If people come to this and the content appeals to them then this conference will be on their mental calendar going forward. Your typical IT trade show doesn't develop relationships like this. This year people were calling us and offering to speak or to join a panel."

For more information contact Maryfran Johnson at maryfran_johnson@computerworld.com or go to www.premier100.com.

Audience polling illuminates trends

Premier 100 attendees were occasionally polled during the conference using automatic audience response meters. Among the findings:

- 70% do not believe the recession is over.
- 61% said their organization had no plan in place for this economic downturn.
- 51% said the events of Sept. 11 changed their IT security plans.
- 42% said they had flown 12 or more times in the last 12 months.
- 68% said they "rarely or never" measure the return on investment on an IT project after its completion.
- 47% are planning or undertaking major wireless business initiatives this year.

Best in Class Awards honor leading-edge IT use

In addition to honoring the Premier 100 IT Leaders, *Computerworld* gave 10 of those leaders Best in Class Awards for demonstrating a particularly striking business value from a leading-edge technology project. The winners, which included FedEx, State Street Corp. and Burlington Coat Factory Corp., were asked to share their expertise with the conference attendees by presenting a case study or joining a panel discussion on their project topic.

The complete Best in Class case studies were published in the March 11 supplement of Computerworld and may be viewed online at www.premier100.com/press/releases/pr_3-5-02.html.

IDG Bulgaria finds revenue in vertical market forums

ИТ ЗА ВИСОКОЕФЕКТИВНО

*IDG Bulgaria General Manager **Tatiana Hinova** participates in the opening session of the e-Government Forum alongside Minister of State Administration Dimitar Kaltchev. The event was held in cooperation with the ministry.*

IDG Bulgaria has proven to be an adept organizer of an ever-expanding number of vertical market forums. The result has been not only a lucrative source of revenue but also a way to encourage the country's IT market growth by bringing IT users together with Bulgaria's top IT providers.

After rolling out two new forums late last year – Law and IT and Enterprise Resource Planning – IDG Bulgaria organized two events in February, both for the second consecutive year. More than 180 representatives of the Bulgarian government attended the e-Government Forum, including four cabinet ministers. The Forum was sponsored by 11 major international and Bulgarian IT companies including HP, IBM, KMPG, Novell and Sun Microsystems.

The IT in Insurance and Pension Insurance Forum drew 100 representatives from all 32 licensed insurance companies in Bulgaria and nine pension firms. Six sponsors – double last year's number – signed on, including Compaq and Nexcom.

Different sponsorship levels are available for each forum and sponsorship packages vary by event. Options include corporate presentations at the event; logos on all printed materials including ads and invitations; corporate display tables, links between the Forum Web page and the company's home page, guest passes, electronic lists of attendees and contact information and company literature included in attendee packets.

IDG Bulgaria included a special presentation on Job Universe, IDG's recruitment ad network, at each of the February events. As it does at all forums, the company also presented its own research regarding IT usage and growth within the relevant vertical market segment.

On the agenda: an e-Banking Forum April 10-11 and an e-Defense Forum in June. For more details, contact **Nely Yolovska** at n.yolovska@idg.bg.

noteworthy people

Gabrenya

IDG WORLD UPDATE

Devine

KRISTEN MCISAAC

Kofsky

IDG WORLD UPDATE

Pacific

JACQUELINE CLAUSE

New employees

Art Director **Mark Gabrenya** has joined *Bio-IT World* in Framingham, Mass. He was previously the art director for *Access* magazine. He earned a B.F.A. in photography from Ohio University in Athens, Ohio. Outside the office he enjoys hiking, camping and skiing.

IT World welcomes Marketing Manager **Jennifer Devine**, who most recently served as the marketing director for McGraw Hill. She earned a B.A. in graphic arts and art history from Regis College in Weston, Mass. Recently engaged, Jennifer spends her free time boating, clamming on Cape Cod and doing home improvement projects.

Robin Kofsky joins *PC World*'s Irvine, Calif., sales office as a senior account manager. She was previously the West Coast account manager, custom media, with Ziff-Davis. She holds a B.S. in economics and retailing from Russell Sage College in Troy, N.Y., and enjoys gardening, shopping and spa treatments.

InfoWorld OnlineAd Director/East **Alan Pacific** will be handling sales from his Whitefish Bay, Wisc., home office. He previously worked for CMP's TechWeb as a district sales manager. Alan earned his undergraduate degree in accounting and management from Northwood University in Midland, Mich. Ouside the office he enjoys reading, golfing and boating.

Most recently a senior sales assistant at CMP Media, **Dominque Hall** has signed on with IDG Communications in Framingham as a sales associate. She earned a B.A. in communications from Stonehill College in North Easton, Mass. An avid reader, Dominque is happy to report she has quit a 13-year smoking habit.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Language exchange opportunity

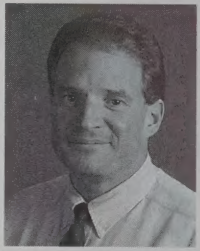
Ursula Nadador, assistant to IDG Spain Managing Director **Paco Zabala**, is interested in hosting a girl from the U.S. or U.K. this summer in a home-based, informal, language exchange opportunity. Her daughter, age 10, is taking English in school and would like to improve her English-language skills with a girl aged 10 to 12 who would also like to learn more Spanish. Ursula will cover the costs of the visitor's stay at her home in Madrid for a few weeks.

If any parent in an IDG business unit is interested, please contact Ursula at ursula@idg.es, tel: +34-91-3496602 or fax: +34-91-3496798. IDG Vice President/Corporate Services **Marion Kibbee** is a long-time friend of Ursula and can also talk about this opportunity. She may be reached at marion_kibbee@idg.com, tel: 617-534-1207. This information is also posted in Marketplace, IDG World Update Online's classified ad section, at www.idgworldupdate.com.

Neal Awards

continued from page 1

Scalet


Low

Tallman

"In times as challenging as these, it's nice to get another confirmation from our publishing peers that *PC World* continues to produce top-notch journalism. And it's especially good to get this news as we head into the home stretch on the June all-tips issue — our first theme issue since the Neal winner, and one that's very different and at least as ambitious in its scope.

"Our winning entry consisted of the entire feature well for that issue, so many, many people here had a hand in creating it," said McCracken, who guided the Net Threats project (www.pcworld.com/may2001/threats). Among them: **Eric Dahl**, associate editor; **Michael Lasky**, senior editor; **Aoife McEvoy**, senior associate editor; **Sean Captain**, associate editor; **Kate Godfrey**, associate art director; **Steven Gray**, senior copy editor; and **Barbara Adamson**, deputy art director. The series was also awarded third runner-up for the Grand Neal Award, an honor that placed it in the top four of nearly 1,000 entries.

Joining their *PC World* colleagues on the winners' podium were CIO Senior Writer **Sarah Scalet**, who wrote the "Outbreak" article; Features Editor **Lafe Low**, who edited it; and Senior Designer **Chandra Tallman** who designed it.

"We are honored to receive such prestigious honors from the American Business Media," said *CIO* Editor-in-chief **Abbie Lundberg**. "It's a great privilege to be part of the outstanding editorial staff we have at *CIO* magazine."

Often referred to as the "Pulitzer Prize of the business press," the Jesse H. Neal National Business Journalism Awards were created in 1955 by American Business Media to recognize and reward excellence in independent business publications.

This year, American Business Media received 967 entries. Twenty-three winners were selected from 69 finalists by a panel of judges chaired by Marshall Loeb, columnist for "CBS Marketwatch" and former editor of the *Columbia Journalism Review*.

For more information, contact CXO News and Information Specialist **Julie Hanson** at jhanson@cxo.com or PC World Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com. WU

IDG

Week of March 18, 2002

Sr. Research Analyst, PC Displays, Hardware Research Group (IDC)

(FOR INTERNAL IDC HIRE ONLY)

Job Overview: Responsible for running the PC Displays and Projectors Continuous Information Service (CIS), including creating the deliverables, maintaining relationships with existing clients, handling inquiries from a variety of sources, developing new business (including both more CIS clients and any possible consulting/multi-client-type projects) and interfacing with the PC and display-related industries. **Responsibilities and Clients:** Create research deliverables for PC Displays CIS, including biweekly newsletter, market forecasts, technology analysis, competitive analysis, survey reports and more; Maintain client relationships and handle customer inquiries; Handle press inquiries and internal Wall Street inquiries; Make presentations at IDC events and industry trade shows; Build base of customers by adding new clients to CIS and working on developing potential consulting projects or other types of custom work; Interface with rest of PC team; Stay on top of developments in the monitor and projector industries as well as any display-related technologies that could have an impact on any PC-related products; This position will include travel to trade shows and other industry events and may even include international travel opportunities. **Skills and experience:** The PC Displays and Projectors CIS is a semi-autonomous unit within the larger PC program and so presents an excellent opportunity for someone who is an organized, motivated self-starter and is eager to create a strong product primarily through their own efforts. Bachelor's degree (or equivalent experience) with 3-5 years of business experience. Must be an excellent communicator with strong technical knowledge of PCs, monitors and projectors. Excellent writing, organization and presentation skills are a must. ***Location: Framingham – MA and Mountain View – CA***

Contact: **I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com**

Senior Designer (NWW)

Network World's design team is seeking a Senior Designer with 5+ year's experience in print magazines. Must be a team player with a positive attitude and excellent organizational skills. Must have a great eye for typography, be able to work in a deadline-driven environment and be proficient in QuarkXpress, PhotoShop, and Freehand (or Illustrator). Illustration skills are highly desirable. ***Location: Southboro MA***

Contact: Eric Cormier, Email: hotjobs@nww.com, Fax: 508-490-6454

Sr. Research Analyst, Consumer Semiconductor Markets (IDC)

The Sr. Research Analyst, Consumer Semiconductor will provide analytical coverage of major semiconductor communications and consumer markets including Broadband, Home Networking, WLAN, Set top boxes, and digital television. Coverage of these markets will include understanding, writing, and research on embedded processors and DSPs products. Analyst coverage of Broadband, Consumer, and HPNA markets (xDSL, Cable, Analog, VOIP Gateways) will include market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. The analyst will participate in equipment teardowns for primary and secondary research and track pricing trends related to coverage areas, and support our biweekly semiconductor perspectives newsletter. The analyst will also provide customer service in terms of meeting with customers, product briefings, presentations, and inquiry support. The analyst will interact in a team environment with other IDC analysts inside and outside the semiconductor research group in addition to participating in consulting projects and sales and business development. Clients include: Texas Instruments, Intel, Analog Devices, Broadcom, Conexant, and National Semiconductor. 3-5 years of analyst, consulting, or writing experience covering the Consumer and Semiconductor space. Must have: ability to work with clients, under strict deadlines, presentation skills. Technical skills include spreadsheet, database, word and Powerpoint proficiency. Forecasting experience a definite plus. This position will travel occasionally for client visits or conferences, but travel will be very limited. ***Location: Mountain View - CA***

Contact: I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
- John Dix *Network World*
- Ed Scannell *InfoWorld*

20
- Fernando Moran *IDG Spain*

18
- Wolf-Dieter Lorenz *IDG Germany*

17
- Libby Levinson *IDG*

16
- Maya Timmer *IDG Netherlands*

15
- Eleni Brisbois *Network World*
- Karman Cheng *IDG Hong Kong*

13
- Evilee Thibeault *Network World*
- artin Fältström *IDG Sweden*

12
- John Kelley *CXO Media*

10
- Michael Cooney *Network World*
- Dick Schievels *IDG Netherlands*
- Anders Lotsson *IDG Sweden*
- Elizabeth McPherson *IDC*
- Robert White *IDC U.K.*

9
- Maria Söderqvist *IDG Sweden*
- Naohito Kato *IDG Japan*
- Klaus Breu *IDG Germany*
- Doug Casement *IDG New Zealand*
- Anthony Doesburg *IDG New Zealand*

8
- Gisela Wilson *IDC*
- Garry Vlass *IDC*
- Dinesh Kumar *IDC New Zealand*

7
- ichard Black *Network World*
- Mendel Stecher *IDG Netherlands*
- Andreas Bergsman *IDG Sweden*
- Mike Weigand *GamePro Media Group*
- Roland Bischoff *IDG Germany*
- Cara Garretson *IDG News Service*

6
- Thomas Norton *Network World*
- Tallina de Boer *IDG Netherlands*
- David Jansson *IDG Sweden*
- Camilla Lindvall *IDG Sweden*
- Pia Ylinen *IDG Sweden*
- Arezki Daoud *IDC*
- Carolyn April *InfoWorld*
- Kathy Badertscher *InfoWorld*
- Richard Robinson *IDC U.K.*

5
- Melissa Shaw *Network World*
- Carl Olofson *IDC*
- Melanie Posey *IDC*
- Masakazu Hanawa *IDG Japan*
- Nobuo Iehara *IDG Japan*
- Kirstin Mills *IDG New Zealand*
- Bob James *PC World*
- Thalia Karakitsios *PC World*

4
- Sandra Weill *Network World*
- James Kalbach *Network World*
- Lisa Thompson *Network World*
- Johan de Windt *IDG Netherlands*
- Sofia Thorsson *IDG Sweden*
- Mikael Ricknäs *IDG Sweden*
- Wayne Hetherington *IDC*
- John Lyons *IDC*
- Vivian Miles *InfoWorld*
- Leo Leger *Computerworld*
- Alessandra Lasanta *IDG.net*
- Jason Bishop *PC World*

3
- Joris Evers *IDG News Service*
- Jessica Wennberg *IDG Sweden*
- Hillevi Martinsson *IDG Sweden*
- Anders Emretsson *IDG Sweden*
- David Tapper *IDC*
- Hector Hernandez *IDC*
- Paul Mouradian *IDC*
- Michelle Obrda *IDC*
- Amy Kotsopoulos *IDC*
- Paul Lyzun *IDC*
- John McCarthy *InfoWorld*
- Martha Heller *CXO Media*
- James King *IT World Canada*

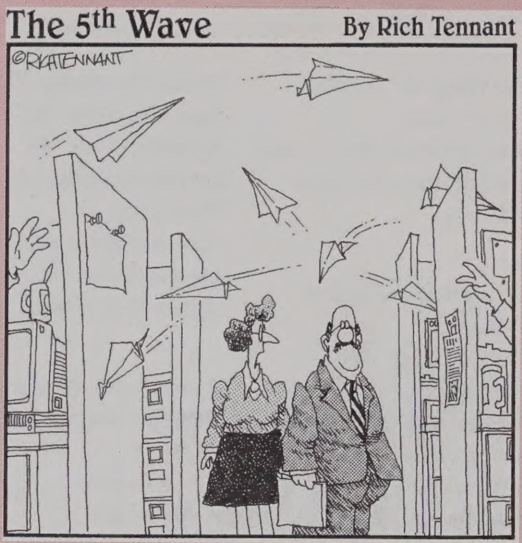
2
- Robert Roddy *Network World*
- Peter Hebenstreit *Network World*
- Gerda Remmers *IDG Netherlands*
- Patrick Val *IDG Netherlands*
- Ferry Waterkamp *IDG Netherlands*
- Maarten van Hage *IDG Netherlands*
- Mattias Malmqvist *IDG Sweden*
- Lisa Skoog *IDG Sweden*
- John Röhne *IDG Sweden*
- Petter Ahrnstedt *IDG Sweden*
- Mona Vahdany *IDG Sweden*
- Lina Vikman *IDG Sweden*
- Maria Nilsson *IDG Sweden*
- Melissa Utter *IDC*
- Timothy Grieser *IDC*
- Lucie Draper *IDC*
- Juan Orozco *IDC*
- Caroline Raynaud *IDC*
- Alan Promisel *IDC*
- Ian Rubin *IDC*
- Pennie Edgren *IDC*
- Michele Tousignant *IDC*
- Monica Bennett *IDC*
- Heather Harreld *InfoWorld*
- Mariko Murakami *IDG Japan*
- Toshio Tawara *IDG Japan*
- Ken Amemoto *IDG Japan*
- Emiko Morino *IDG Japan*
- Carina Lee *Computerworld Singapore*
- Thomas Winston Raj *Computerworld Singapore*
- Kate Joseph *IDG Global Solutions U.K.*
- Wendy Brewer *PC Advisor*
- Silvia Iori *IDG Italy*
- Debra Shigemoto-Sorich *Computerworld*
- David Loyed *Computerworld*
- Julio Giannobile *PC World*
- Dennis O'Reilly *PC World*
- Thomas Luong *PC World*

1
- Dorothy Beach *Network World*
- Joshua Mason *Network World*
- Zachary Sullivan *Network World*
- Terri-Lynn Gimpelson *Network World*
- Johanna Lombardi *Network World*
- Maureen Riley *Network World*
- Koen Zijm *IDG Netherlands*
- Wouter van der Lucht *IDG Netherlands*
- Volkert Deen *IDG Netherlands*
- Wilbert de Vries *IDG Netherlands*
- Annika Eriksson *IDG Sweden*
- Alexandra Bray *IDG Sweden*
- Johan Modig *IDG Sweden*
- Rana Hobbs *IDC*
- William Stofega *IDC*
- Sharra Calloway-Owens *IDC*
- Jenny Jones *IDC*
- Maryanne Coughlin *IDC*
- Laurie Seymour *IDC*
- David Parker *IDC*
- Jirou Arai *IDG Japan*
- Ryoichi Ito *IDG Japan*
- Lain McNeill *IDC Singapore*
- Vito Mabrucco *IDC Canada*
- Jonathan Berry *PC Advisor*
- Susan Cahill *Computerworld*
- Krissy Saar *PC World*
- Michelle Maher *IDG News Service*
- Albert Leonardo *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

contest for fun

Congratulations to all our enthusiastic caption contributors. There were a lot of entries for this cartoon, with many similar suggestions on the themes below. Winner **Mike Ferreira** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* car dashboard "cell mates."



"Bob, we've got to get that e-mail server up and running again before someone loses an eye."
Mike Ferreira *Network World*

Honorable mentions

"Somehow I don't think this is what management had in mind when they said, 'Try it and see if it will fly.' "
Jane Jordan *IDG*

"We have to start letting our sales staff fly again or hire an air traffic controller."
Kim Giovanni *CXO Media*

"I think this explains the popularity of the origami workshop in our new stress management course."
Peter Kane *IDG New Zealand*

"I told you not to hire those former Boeing engineers."
Morris Effron *IDG International Publishing Services*

"Mr. Glover, the new instant message system is 100% functional as of this morning."
Kevin Cronin *ITworld.com*

"At least they found something constructive to do with their Enron shares."
Eos de Feminis *Macworld*

"It's IT's idea of a ticker-tape parade for your industry award."
Tony Stagnitta *IDG Australia*

"If they're reacting like this to the news about restricting internal air travel, are you sure now's the time to be talking about shared toilet facilities?"
Terry Cummings *IDC U.K.*

"And just how much did you pay that fly-by-night IT consultant for this new wireless communication strategy, Bob?"
Justin Then *Computerworld Malaysia*

"I told you we shouldn't go to Boeing for an instant messaging solution!"
Fritz Schrichte, *InfoWorld*

"'Who needs expensive e-mail software?' you said. 'What's the matter with good old paper memos?' you said. "Do you know how much we're spending on Band-Aids for paper cuts?"
Sharlana Bacchus *IDG Global Communications*

"Well, I hope you're satisfied. I tried to tell you this would happen once you banned personal e-mails."
Brad Nisbet *IDC*

"Since we forbid private e-mail during working hours, unauthorized e-mail is no longer a time-consuming problem."
Louise Kurland *IDG Denmark*

"Notes is down again. They're using the back-up system: Wireless Messaging."
Amy Bibace-Smith *IDC*

"Can't we use AIM or ICQ like all the other departments?"
Laura Blackwell *PC World*

"See Mr. Howard? This is what happens when you don't let the employees forward the chain e-mails."
Brian Parker *IDC*

Rich Tennant's original caption

"Clearly, the issue of middleware needs to be addressed as soon as possible."

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Rachel Barnett *CXO Media*
Karen Chong *IDG Global Communications*
Amy Dalton *PC World*
Jill Fioretti *IDC*
Karen Fogerty *CXO Media*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

25 MARCH 2002
VOLUME 32, NUMBER 10

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

BioITWorld fosters connections between IT, science

Three-day conference and expo attracts larger-than-expected crowd

With almost twice the hoped-for number of participants streaming through the doors of the World Trade Center Boston for its inaugural BioITWorld Conference & Expo earlier this month, IDG World Expo has clearly hitched its wagon to a rising star.

Keynote speaker Eric Lander, founder of MIT's Whitehead Institute for Genome Research (third from left), is flanked by (l-r): IDG World Expo President & CEO ***Charlie Greco****, IDG President & CEO* ***Kelly Conlin*** *and IDG Chairman* ***Pat McGovern*** *following his opening address delivered to a standing-room-only crowd.*

IDG WORLD UPDATE

"The success of BioITWorld Conference & Expo demonstrates a massive demand for information technology solutions tailored to the life sciences," said IDG World Expo President & CEO **Charlie Greco**. "Our event went extremely well, and we continue to receive positive feedback from exhibitors, attendees and conference faculty. What we hear most often is that we provided the ideal educational and networking environment for IT and life sciences professionals to really communicate their challenges to one another. There's no doubt that bio-IT is an industry with virtually unlimited potential."

The three-day event got off to an auspicious start with a VIP reception at the John J. Moakley Federal Courthouse to which senior executives from IT and life sciences companies as well as key figures from academia and government were invited. On hand to mingle with guests at this high-level networking event were numerous IDG-ers from around the world including IDG Chairman **Pat McGovern**,

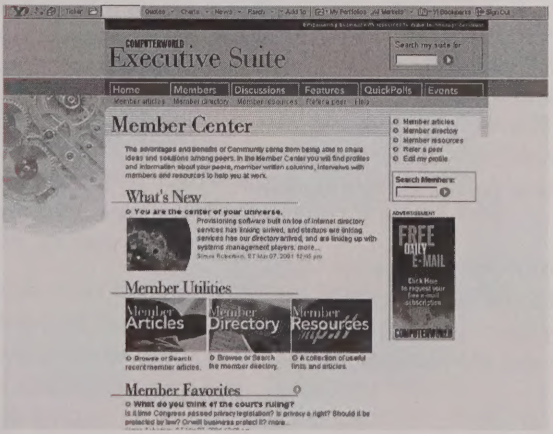
continued on page 6

CW Executive Suite exceeds member goal of 2,500

"It's like having your own personal mentoring group. I can't tell you how many issues I've been able to address with confidence and poise because I had experienced senior IT leaders advise me."

- Satisfied member of the CW Executive Suite

The word is out among senior-level IT decisionmakers that the Computerworld Executive Suite is a valuable place to go to exchange ideas and information in a secure, collaborative environment. So rapidly has the online, members-only community grown since launching last May that the Suite has surpassed its initial goal of 2,500 members, welcoming its 2,563rd participant last week. More than 5,000 members are expected to sign on by the end of the year.



Ticker
Quotes
Charts
News
Rsrch
Add To
My Portfolios
Markets
Bookmarks
Sign Out
COMPUTERWORLD
Executive Suite
Search my suite for
Home
Members
Discussions
Features
QuickPolls
Events
Member articles
Member directory
Member resources
Refer a peer
Help
Member Center
Member articles
Member directory
Member resources
Refer a peer
Edit my profile
Search Members:
What's New
ADVERTISEMENT
FREE DAILY E-MAIL
Click Here to request your free e-mail subscription
COMPUTERWORLD
Member Utilities
Member Articles
Member Directory
Member Resources
Member Favorites

The advantages and benefits of Community come from being able to share ideas and solutions among peers. In the Member Center you will find profiles and information about your peers, member written columns, interviews with members and resources to help you at work.

You are the center of your universe.

Provisioning software built on top of internet directory services has linking arrived, and startups are linking services has our directory arrived, and are linking up with systems management players. more...

Browse or Search recent member articles.

Browse or Search the member directory.

A collection of useful links and articles.

What do you think of the court's ruling?

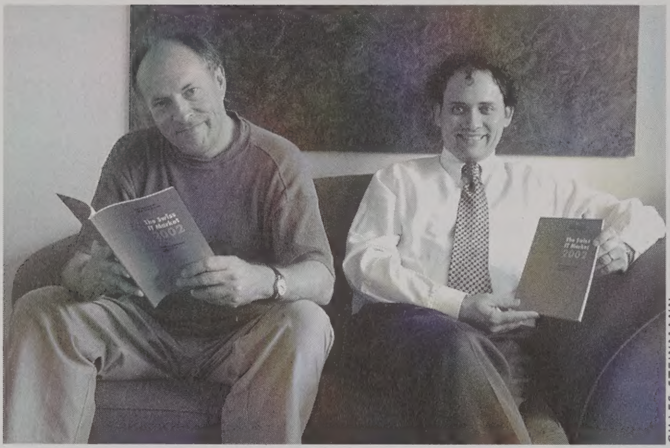
Is it time Congress passed privacy legislation? Is privacy a right? Should it be protected by law? Orwill business protect it? more...

Executive Suite members are CIOs and senior IT leaders in organizations with revenues of $25 million or more, director-level IT managers in organizations with revenues of $100 million or more, and CXOs from Fortune 100 companies whose industry is technology. Each applicant is hand-screened by the Executive Suite staff to ensure that the membership criteria is met; 48% of all applicants are accepted.

continued on page 4

IDG's "red booklet" paints the Swiss IT market and media landscape

What's the cost to produce IDG Switzerland's 10th annual guide to the Swiss IT market and the media that covers it? "One of the most expensive marketing projects we have," said International Sales Director **Urs Flueckiger**. The cost to underscore IDG Switzerland's leading status and well-respected image in the market? Priceless.


GILLES STEINMANN

*IDG Switzerland Art Director **Rene Uhlmann** (left) and International Sales Director **Urs Flueckiger** teamed up to produce the 10th annual "red booklet."*

The 75-page "IDG Market and Media Documentation of Information Technology, Telecommunications and the Internet," also known as "the red booklet," contains its most extensive collection of worldwide, Western Europe and Swiss IT market data ever, courtesy of IDC. In addition to detailed profiles of IDG Switzerland's titles (*Computerworld*, *Computerworld Magazine* and *PCtip*), it includes listings of all IT publications available in the country with contact information, circulation, frequency and costs for black-and-white print ads and banner ads. It also contains a list of Swiss IT trade fairs in 2002 and descriptions of major media surveys.

While it may seem counterproductive to publicize information about the competition, Flueckiger said such a lineup actually points out the market-leading positions of IDG Switzerland's titles. The fact that the company has produced such a comprehensive, objective and reliable guide for 10 years has gained it respect in the IT and publishing markets, he added.

"The Swiss IT press landscape has about 20 IT titles, and of those only about 30% [including IDG titles] have audited circulation or audited readership figures," Flueckiger said, adding that IDG Switzerland considers the business press and weekly and daily general papers its main competition.

The red booklet is distributed to previous recipients who have asked to receive future editions, IDG Switzerland's key clients and contacts, and people who respond to a print or online house ad. Currently available at no cost, the staff is considering charging a small fee next year.

The German-language version (3,500 copies) is for media agencies in Switzerland that often don't know very much about the IT market and its publications, Flueckiger said. Agencies usually distribute it to new employees or to staff who have retained a new IT client. It is also sent to CXOs and, in particular, marketing executives at IT companies.

An English version (1,000 copies) goes to international media companies, where the demand – and the need – is great. ("They sometimes even mix up Switzerland with Sweden, so how should they know any details about the IT market?" Flueckiger mused.) Several international media agencies have asked him if there was a similar brochure available for other IT markets.

This year, IDG Switzerland received many requests from editors from the daily and business press, in part because they want to understand IT market changes in this post-Sept. 11 period. In addition, they've fielded a lot of secondary requests. For example, a senior manager at Microsoft who received a copy asked if he could have 100 additional booklets to distribute internally.

> *"[Media agencies] sometimes even mix up Switzerland with Sweden, so how should they know any details about the IT market?"*
>
> *- Urs Flueckiger, international sales director, IDG Switzerland*

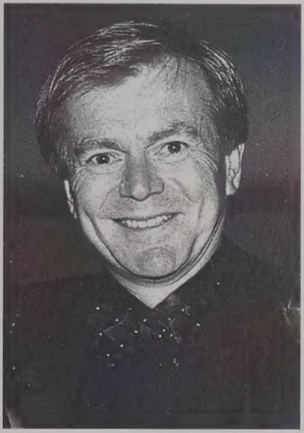
Flueckiger said the red booklet "wouldn't be possible without lots of help from our colleagues at IDC. I always get strong support from this side, which I very much appreciate." IDC Central Europe Assistant **Katja Schmalen** in Frankfurt helped coordinate the project, as well as Senior Research Analyst **Ariane Afrough** from IDC EMEA's Telecoms group. IDC EMEA research analysts **Fung-Yee Tang** and **Nicky Walton** provided editorial.

For more details contact Urs Flueckiger at urs.flueckiger@idg.ch. WU

executive Q and A

Colin Crawford

The president & CEO of Mac Publishing is this week's guest columnist. Reach him at ccrawford@macworld.com.



Q What are some of the secrets to maintaining editorial independence and integrity when you publish a magazine whose entire existence is dependent on a single company?

A The relationship with Apple is a complex one. It spans many areas — sales, editorial, circulation, online, the trade shows, national and international issues. Like any relationship, it takes work. There are times when Apple and *Macworld* disagree and have very different perspectives. Occasionally, I am frustrated in the extreme and at other times, I'm in total awe of some of their accomplishments — for example, the introduction of the new iMacG4 and their digital hub strategy.

Steve Jobs is very forceful, but he's actually been the easiest Apple CEO with whom I've dealt because he is absolutely clear about what he wants. He can micromanage issues, and you have to be really well prepared if you want to challenge his viewpoint. The relationship we have today with Apple is the best I've even known during all my years at *Macworld* — it extends throughout our organizations at all levels. Steve has my home and mobile telephone numbers and has been known to use them!

Apple recognizes the need for a strong, independent Mac magazine — one that promotes the platform but one that provides high-quality journalism and integrity so that Mac users get trustworthy buying advice and expert help on using their computers.

Mac Publishing's staff is experienced and professional. We have to put our readers first and they have to trust that our judgment is without bias. However, the editors also understand the situation and the potential issues where one powerful company (Apple) dominates the market. In the end, they treat Apple like any other vendor. They carry out their product evaluations and testing with a very open channel of communication. We ensure Apple has a chance to fully respond to important issues before an article gets into print so we can be satisfied that all our facts are correct.

On a few occasions Apple has not liked what we have said about a particular product, (the G4 Cube comes to mind,) but as long as our conclusions have been well researched, Apple will accept them with pretty good grace.

Apple is particularly sensitive in regard to rumors. *Macworld*, and in particular our news site (www.maccentral.com), has a policy of not reporting on rumor and speculation. There are plenty of online Mac sites that provide the community with gossip, and while that content has some entertainment value, we don't see such content as being part of our mission.

Q What did you learn from your years of being jointly owned by competitors IDG and Ziff?

A A lot of diplomacy! It was very challenging and often exhausting. And, I might add, an experiment IDG is unlikely to repeat.

I'm a very pragmatic individual and I believe in a meritocracy, so I'll always choose the best solution for the business. If Ziff Davis had any systems or approaches that were better than those at IDG, we used them.

There were a couple of instances where Ziff had used their volume buying power across all their magazines to get some deep discounts from suppliers, but in other areas, I was quite stunned at how badly they ran their departments in comparison to IDG. Most individuals at Ziff were highly professional and wanted to try and do the best possible job, but their bureaucratic structure and the unsettling issues resulting from several changes of ownership prevented them from being either efficient or effective.

I was overjoyed to be able to help bring Mac Publishing back to 100% IDG ownership.

Q What is the state of the Mac market outside the U.S.?

A Apple's primary focus outside the U.S. is Europe and Japan. Although they remain interested in Latin America and China, I doubt if we'll see major initiatives in these regions in the near future.

Q What is your philosophy of how print and online publishing should interrelate?

A Print and online products need to be tightly meshed. Currently online is less than 10% of the print revenues (but we are actually profitable). Our online revenues comprise advertising and transactions through our PriceFinder service (www.macworldpricefinder.com). In order not to cannibalize print, we've reduced the quantity of magazine content on the site and instead use it to strongly promote subscription and magazine sales. We'd like to add more premium services online but are still evaluating different models. The challenge is finding ways to make our readers pay for online content.

Mac Publishing at-a-glance

Number of employees 40

Year established 1984

Joint venture formed with Ziff Davis August 1997

IDG buys back ZD's 50% share September 2001

Web sites Macworld.com, MacCentral.com and MacworldPriceFinder.com

Latest achievement Keeping Apple advertising in *Macworld* (a lot harder task than one might think!). Producing a special issue on MacOS X plus redesigning *Macworld* magazine and online site.

Coming up MacMania — *Macworld* is co-hosting a cruise for Mac enthusiasts www.geekcruises.com/home/mm_home.html to the Alaska Inside Passage on May 27. Key speakers will include Steve Wozniak.

Community lessons learned

Community Director **Vanessa DiMauro** has been building communities for more than 10 years. Before the Internet age, she worked for the National Science Foundation building teacher communities via bulletin board services. The CW Executive Suite is her fourth communities project. Here are some of DiMauro's observations.

Lesson No. 1:
Community cannot be bought

- It's about relationships and personal touches in cyberspace.
- A community takes years to develop (two to four years before a cohesive group forms).
- The key is building an environment of trust.
- Protecting the community requires constant vigilance against anything that has the potential to erode the trusting relationship members have with the site and with each other.
- Face-to-face meetings are vitally important.
- Eventually, reciprocity develops — they help each other as much as you help them.

Lesson No. 2:
Members will not suffer fools

- Members know what they want better than you do.
- You cannot prescribe what they will and will not read, discuss, etc.
- New members will "talk" when they are ready, and it will require a leap of faith.
- Even busy members will take responsibility for the success of the community if it is valuable to them.

CW Executive Suite

continued from page 1

Once they've joined the Suite, participants find themselves in an active, member-driven community under the direction of the five-member CW Executive Suite team led by Community Director **Vanessa DiMauro**. Members join or create their own discussion groups, contact other members through the member directory, post a message asking other IT leaders how they managed a particular situation or what they thought of a specific application or vendor experience and gather quantitative information by submitting a question to members via a QuickPoll.

In addition to finding a forum for peer-to-peer communication and networking, CW Executive Suite members can access top-notch editorial content tailored to their specific areas of interest. *Computerworld* senior writers, industry luminaries and fellow Suite members generate the Suite's editorial content; new content is added continually, and the site is refreshed weekly. An events section on the site showcases upcoming industry events and peer networking opportunities.

DiMauro said her team will soon lay the groundwork to expand the types and frequency of member-created content. "Peer discussions and best-practice sharing are key to professional success, especially in today's marketplace," she said. "In order to survive executives need to share their know-how with each other and engage in reflective practice in order to win."

While Executive Suite membership is free, in the next month or two CW will roll out the Executive Suite Network, an optional paid subscription service that provides members with an online tool kit of strategic and tactical services to help them succeed professionally and personally. Advertising on the site and sponsorships of various sections currently also generate revenue.

The CW Executive Suite has a few competitors, such as the CIO Information Network (CIN), owned by Intranets.com, but none has the size and seniority of the Suite's membership base, the large array of member services or the high level of interactivity on and off the site, DiMauro said.

> *"We are getting large enough, with strong enough brand equity, that being a member of the Computerworld Executive Suite carries weight on an IT leader's resume."*
>
> *- Vanessa DiMauro, community director, CW Executive Suite*

KATHLEEN DEMKO

*CW Vice President and CIO **Rick Broughton**, Senior Technical Leader **Peter Smith**, Community Director **Vanessa DiMauro**, Community Leader **Barbara Steinberg**, Marketing Associate/Researcher and Customer Care Leader **Keeley Guillerme** and Editorial Director **Rick Saia**.*

Given the frequency with which members participate, they have proven they are integrating the Suite into their work life," DiMauro added. Members on average spend 11 minutes per visit on the site. "Taking into account the caliber of the members, this is an enormous time investment," she said.

"It's like having your own personal mentoring group," one satisfied member said. "I can't tell you how many issues I've been able to address with confidence and poise because I had experienced senior IT leaders advise me. It's one of the secrets to success."

Although the Web site is the centerpiece of the community, the Executive Staff suite facilitates a great deal of networking and relationship-building in real time. "One of our missions is to provide world-class customer care to our members," DiMauro said. "We give site tours by phone, help members post messages, provide virtual introductions via e-mail to help them network and hold formal and informal surveys of their needs and site expectations." Executive Suite members are starting to set up regional chapters for themselves, and the CW staff is organizing face-to-face meetings for the members. The first will be April 18 in Boston, and members have requested meetings in New York, San Francisco, Pittsburgh and Washington, D.C.

continued next page

continued from previous page

All these hands-on efforts have not gone unnoticed. "The reason I like the Executive Suite so much is because I feel welcome there," one member said. "I have recommended it to dozens of my peers. It is just too valuable a resource to be without."

In addition to the peer referral program on the site and word of mouth, the Executive Suite's recruitment effort includes targeted direct mail to IT leaders and publicity at conferences such as CW's Premier 100. "We are getting large enough, with strong enough brand equity, that being a member of the Computerworld Executive Suite carries weight on an IT leader's resume," DiMauro said.

Members represent 18 countries, with the top three countries the U.S. (home to 98% of all members), Australia and the U.K. So far the Executive Suite staff has focused on gaining U.S. members, but over time the staff intends to focus member acquisition initiatives to be more inclusive of IT leaders around the globe. "A more worldwide focus is critical to the long-term success of the Executive Suite," DiMauro said. "We hope to develop partnerships with other IDG publications worldwide, especially *Computerworld* titles, later this year."

In addition, DiMauro and **Martha Heller** of CIO's Best Practices Exchange have begun exploring ways that their two groups can partner for the benefit of their collective membership *(see article below)*.

For more information contact Vanessa DiMauro at vanessa_dimauro@computerworld.com.

ALBERTO CAPOLINO

*CIO Best Practice Exchange Director **Martha Heller** continually adds to her collection of e-mails from members who have said a discussion thread helped them make a decision or a member-posted document saved them time.*

Personal approach works for CIO Best Practice Exchange

Computerworld's Executive Suite and CXO Media's CIO Best Practice Exchange launched within a month of each other last year, and the two have commonalities that go beyond the measure of time. In addition to a similar audience and mission, both have found working closely with members is essential to creating an environment in which participants feel comfortable exchanging information and advice.

The Best Practice Exchange has a somewhat more narrowly focused target: senior-level IT executives at companies that generate more than $500 million in annual revenue and at large non-profits. Membership at the password-protected site is up to 885, "a number that is working beautifully for us," said CIO.com Executive Web Editor **Martha Heller** and director of the Exchange. "The group is large enough so the discussion is lively, but small enough to maintain a private feel."Topics are as diverse as hiring consultants, selling the IT budget, selecting a vendor and measuring IT value.

All of the site's resources – best practices, product comparisons, surveys and documents – are generated through member interaction. Heller serves as the moderator, facilitating member discussions and packaging information produced in the Exchange into Best Practice Reports for later reference.

Heller's personal touch includes sending invitations to potential members, welcome messages to new members and quick thank-you e-mails for particularly useful contributions. She has spent the last four months conducting extensive telephone and face-to-face interviews with members, asking them how to improve the Exchange and how better to serve their peer-to-peer needs. Given the members' keen interest in additional services, the Exchange will roll out an optional, for-pay Premium Membership later this year.

From the beginning, Heller has also solicited feedback from a 12-member board of advisors that represents diverse industries. While she still uses that core group, she's expanded her network far beyond it. "Every interaction I have with a member is a way to solidify a relationship begun online and to learn even more about what it is these folks want and need, and how we can deliver it to them."

Almost a year after the launch, "I'm still constantly amazed by how much the members love the site," Heller said. The largest group of members visit the Exchange two to three times a week. The second-largest group visits after being prompted by a weekly e-mail with site updates and highlights. While the rest may not visit for weeks at a time, they then return almost daily for a long stretch until another time-intensive project pulls them away.

Not only has the Exchange yielded major benefits for its members, the synergy between the Exchange and the rest of the CXO Media group has been substantial. The Exchange has provided sources for *CIO* and *Darwin* writers, panel participants at the company's many conferences, and a self-generating stream of new ideas, Heller noted.

For more information, contact Martha Heller at mheller@cio.com.

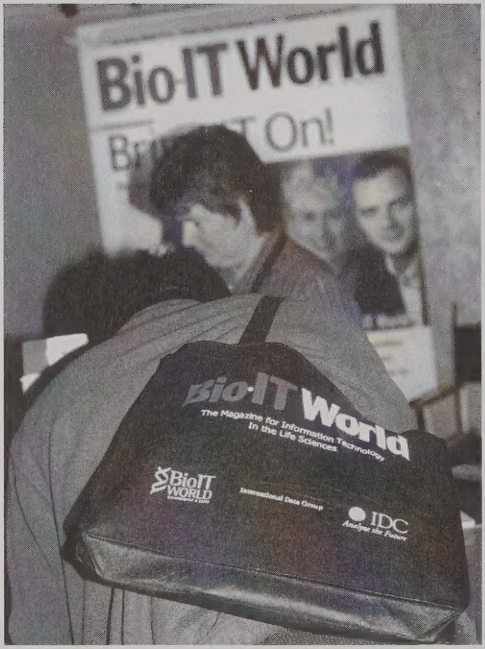
BioITWorld

continued from page 1

President & CEO **Kelly Conlin**, IDC President & CEO **Kirk Campbell** and **Deb Goldfarb**, Group VP of Worldwide Systems and Life Sciences Research at IDC. **Don Kennedy**, managing director of IDG Australia, which launched *Australian Biotechnology News* earlier this month and **Fredrik Bernsel**, editor-in-chief of the upcoming *BioTech Sweden* slated to launch next month, were among the dozen or so overseas employees in attendance. **Setsuro Tamai**, president & CEO of IDG Japan, which is planning a similiar event – Genome Technology Business Forum – in September, was also on hand.

IDG WORLD UPDATE

Attending IDG World Expo's VIP reception were (l-r): ***Kevin Davies****, editor-in-chief of Bio-IT World;* ***Hiroki Inatomi*** *from IDG Japan's events division; and, representing IDG Sweden's upcoming entry — BioTech Sweden —* ***Fredrik Bernsel****, editor-in-chief, and* ***Jan Sandred****, editor.*



IDG WORLD UPDATE

IDG's newest U.S. publication, Bio-IT World, made its official debut at this month's BioITWorld event. Eager would-be subscribers filled out qualification forms and snatched up more than 2,500 copies of the premier issue, making Circulation Director ***Deborah Walsh*** *(in background) very happy.*

Speaking to a standing-room-only crowd the next morning at the event's keynote address, Eric Lander, founder of MIT's Whitehead Institute for Genome Research and one of the principal leaders of the Human Genome Project, provided a brief overview of the enormous strides made in genetic research during the 20th century. Lander noted that the century dawned with scientists "fairly certain that parents somehow handed down specific kinds of information to their offspring," and ended with scientists about to unveil the sequencing of the human genome. Dramatic progress is now being made in the investigation of various disease processes and potential cures. But, he noted, the promise of genomics "depends tremendously on the information sciences marrying with life sciences." Lander also pointed out that the market opportunity far outstrips the number of people available in the field, with the industry currently understaffed by a factor of up to 50.

Roy Dunbar, CIO of Eli Lilly and Co., discussed the value of IT in pharmaceutical research, and Michael Capellas, chairman & CEO of Compaq Computer Corp., rounded out the keynote presentations with a discussion of key growth factors for bio-IT including the exponential growth of computing performance and greater collaboration among government, academic institutions and the industry.

IDC's Goldfarb delivered a "State of the Market" address during which she shared key findings from IDC's latest research that predicts that the bio-IT market will grow from $10.4 billion in 2000 to almost $38 billion in 2006.

In a nod to the relative newness of this industry, IDG World Expo debuted its BioITWorld Venture Summit, a day-long event that offered privately held bio-IT companies a forum in which to meet with interested venture capitalists to discuss future business opportunities. "The trade show setting of the BioITWorld Venture Summit differentiated the event from similar investor meetings," noted **Rob Scheschareg**, IDG World Expo VP/sales, marketing and product development. Over the course of the day, 13 start-up bio-IT companies had an opportunity to present their business plans to a group of more than 30 venture capitalists. "The initial feedback clearly indicates the need for such a forum and BioITWorld will continue to provide this vehicle in its effort to stimulate emerging markets such as bio-IT," said Scheschareg.

More than 100 companies exhibited at BioITWorld including Hewlett-Packard, Compaq, Sun, IBM, EMC, Apple, SciMagix and CuraGen. Many of these companies used the event to launch new initiatives for the bioinformatics market.

Ten workshops and 35 conference sessions taught by leading industry figures, covered topics as diverse as drug discovery, bioinformatics platforms and seed capital financing.

The next BioITWorld Conference & Expo is slated for Aug. 13-15 in San Francisco. For more information, contact IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com or go to www.bioitworld.com.

WU

IDG

Week of March 25, 2002

Graphic Design Specialist (CWI)

Computerworld is seeking a creative, multi-faceted Graphic Design Specialist for it's marketing team. Qualified candidates must have experience rendering marketing materials in a variety of formats including press-printed materials, pdfs, animated PowerPoint presentations, and on the web. Must have experience in Quark, Illustrator, PowerPoint, HTML tools and more to create materials that motivate their intended targets to take action. Must be able to juggle multiple projects at once in a fast paced environment that put premiums on teamwork communications, and speed to market. 4 to 5 years experience in a similar position is preferred.
Location: Framingham - MA
Contact: jobs@computerworld.com

Sales Associate (IFW)

InfoWorld Media Group seeks a highly independent, self-starter who will provide multi-functional support to Regional Sales Managers. Working as a vital part of the Eastern Regional Sales team, you will generate and update sales/client files maintained on our databases, provide ongoing customer service to clients, facilitate ad production, help prepare sales presentations and provide general administrative office support. Position is located in Boston, Massachusetts. In this fast-paced competitive environment, flexibility, a dedication to "service excellence", strong written and verbal communication skills and a passion for learning are essential. Requires minimum 2 years business experience. Candidates will be PC proficient with MS Word, Excel, PowerPoint, have a strong understanding of the Internet, be able to manage multiple tasks, and must have a strong interest in pursuing a career in sales.
Location: Boston - MA
Contact: resumes@infoworld.com

Account Executive (IGS)

IDG Global Solutions is looking for a detail-oriented, organizational whiz to provide sales and administrative support to the sales team. Acting as a liaison with IDG's international offices, the International Account Executive will be responsible for ad schedules, prequalifying prospects, and assisting with client presentations and proposals. He/she will be expected to quote rates, manage the client database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, strong organizational skills, excellent phone skills, and a 'can do' client-service attitude. Candidates should be extremely resourceful, proactive, and eager to learn. Strong PC skills in Word, Excel and PowerPoint required; experience with Lotus Notes preferred. Candidates should have a college degree (or equivalent) and a minimum of 2 years' business experience. Previous administrative support in a sales/marketing or publishing environment would be a plus. ***Location: Framingham – MA***
Contact: L. Hess, Fax: 415-243-3694, Email: lisa_hess@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Cynthia Sparrow *IDC*

17

Grace Castro *InfoWorld*
Terry Lee *IDG Australia*

15

Richard Villars *IDC*
Michele Kallin *IDC*
Tania Evans *IDG Australia*

13

Judy Bonasoro *IDG*

12

Ellen Messmer *Network World*
Christina Corbett *InfoWorld*

10

Tom Hoffman *Computerworld*
Nancy Hannagan *IDG List Services*

9

Kristi Cunningham *InfoWorld*

8

Christine Cahill *IDG List Services*
Susan Ciullo *IDG*

7

Jacki McDonald *IDC*
Armando Lazo *PC World Latin America*

6

Christopher Cormier *Network World*
Katherine Noyes *CXO Media*
Lisa Lauze *IDG*
Daniel Toumbas *IDG Denmark*

4

Denise Dubie *Network World*
Karen Cash *IDC*
Ruth Constable *IDC U.K.*
Suzanne Gray *IDG*

3

Vernon Turner *IDC*
Michael Fahlsing *CXO Media*
Kristina Nielsen *IDG.net*

2

Francis Ryan *Network World*
Cynthia Holden *IDC*
Suzanne Woodruff *IDC*
Marc Alexander *IDC*
Karen O'Sullivan *IDC*
Lisa Blackwelder *InfoWorld*
Cristina Villa *CXO Media*
Vanessa Teal *IDC U.K.*
Dominic Child *IDG Global Solutions*
Sami Mahmood *IDG Global Solutions*
Paul Moon *IDC Canada*
Michael McGovern *Computerworld*
Michael Meehan *Computerworld*
Cecilia Shipley *Computerworld*
Jason Villeneuve *PC World*
John Illingworth *IDG Australia*
Acela Bonfill *PC World Latin America*
Lisa Stabile *IDG*

1

Ronald Westberg *IDC*
Wan-Chien Yang *IDC*
Connie Massey *IDC*
Vincent Fu *IDC China*
Justin deSantis *IDC U.K.*
Debbie Knight *IDC U.K.*
Stavros Petridis *IDC U.K.*
James Poulson *Macworld U.K.*
Peter McLennan *IDG New Zealand*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

More from BioIT World

Welcome to the launch of
BioIT WORLD

__David Fernando__, publisher of IDG U.K.'s PC Advisor (l) and IDG Australia Managing Director __Don Kennedy__ at the VIP reception.

Bio-IT World President & CEO __Morris Levitt__ (center) and __David Fernando__ speak with guests at the reception.

IDG President & CEO __Kelly Conlin__, IDG World Expo President & CEO __Charlie Greco__, IDG Chairman __Pat McGovern__ and Bio-IT World President & CEO __Morris Levitt__ after the keynote address by MIT's Eric Lander.

IDG WORLD UPDATE PHOTOS

IDG Executive Assistant to the President & CEO __Libby Levinson,__ Bio-IT World Executive Assistant to the CEO __Madeleine Dionne,__ and IDG VP/Corporate Services __Marion Kibbee__ were on hand for the opening day of BioITWorld.

celebrating 10!

Name
Ruggero Vota

Home
Milan

Joined IDG
May 1990 as a junior editor of *Computerworld Italia* specializing in personal computer software.

Current title
Senior editor of *Computerworld Italia*, responsible for special issues and the monthly *CWI* magazine insert on a specific topic.

Most challenging part of your job
To find the right topic every week, jumping from ASP to CRM, from banking to servers from SCM to business intelligence.

Best part of your job
Being part of this industry, watching and writing about what Italian users really do with technology.

Latest accomplishment
Last year I wrote a book regarding online trading services in Italy.

Career highlight
Being responsible for the editorial team during the launch of *ComputerPartner Italia*.

I joined IDG because
I thought that IDG in general and *Computerworld* in particular were the best places in Italy for working as an IT journalist.

What's kept you at IDG?
I still think this is the best place to work as an IT journalist.

If you could change one thing about IDG
Give employees more opportunities to have international experiences.

Best piece of advice you've ever received
Stay in the field and you'll be surprised every day.

Interests outside the office
Reading books on economics and history, spending time with my family.

Family
Wife Maria Vittoria and daughter Marianna, age 8.

What ability do you wish you had?
Sing and play music.

Dream destination
Any place; I'm very curious about people.

Fantasy job
Chief editor of an important daily newspaper

Computerworld Italia's ***Ruggero Vota*** *(l) was the guest of IDG Chairman* ***Pat McGovern*** *at a recent celebration of his 10 years of service to the company.*

Five people, living or dead, you'd invite to dinner
Economist John Maynard Keynes, journalist/radical leader John Reed, scientist/Nobel Prize winner Rita Levi Montalcini, musician Bob Dylan and former U.S. Secretary of Labor Robert Reich.

Last good deed
Gave my fee for a public speech to charity.

First job
Began working part-time in the family company as a shipyard worker at age 14.

What disc is in your CD player?
'Samarcanda" by Roberto Vecchioni, an Italian folk singer.

What book is on your nightstand?
Victims: A History of the Palestinian and Israeli Conflict since 1880.

What others can't tell by just looking at me
That I'm not the most intelligent, beautiful, nice, magnificent, gallant, polite and unassuming man in the world.

Most challenging aspect of life at home
The education of my daughter. Everything is a challenge — from school education to religious arguments. The most important challenge is to give her an 'open mind' view of the world.

If you could do one thing over
Dedicate myself to a political career.

Manager's profile
"Two of Ruggero's most important qualities are his inquisitiveness — about people and about the inner workings of the IT and business worlds — and his investigative work style. I think these are two decisive points in our strategy to differentiate *Computerworld Italia* in the market."
— Paolo Lombardi, chief editor, Computerworld Italia

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Keeley Guillerme *Computerworld*
Sophie Pietras *IDG Italy*
Brooke Selby *IDG World Expo*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

1 APRIL 2002
VOLUME 32, NUMBER 11

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG rolls out bio-IT publications in U.S., Australia

Upcoming IDG bio-IT events

BioITWorld Taiwan
May
Taipei International Convention Centre

BioITWorld Conference & Expo
May 28-29
Singapore

BioITWorld China
July 1-3
Beijing International Convention Centre
Beijing

BioITWorld Conference & Expo
August 13-15
Moscone Center
San Francisco
www.bioitworld.com

For more information on IDG Asia events go to www.idgexpoasia.com.

Bio•IT World debuts alongside BioITWorld Conference & Expo

Decoding HIPAA P.30 Prime Time for Proteomics P.24 Computing the Cure P.12

Bio·IT World

INFORMATION TECHNOLOGY FOR THE LIFE SCIENCES

PREMIER ISSUE

Bring IT On!

SPECIAL REPORT

Champions of the BIO-IT World

60 leaders from an extraordinary group of cutting-edge companies share their aspirations and vision for the IT/biosciences world.

The burgeoning needs of scientists for information technology solutions in the post-genomic era have created a market opportunity that IDG is wasting no time in addressing. In December, IDC announced the formation of its Bio-IT Infrastructure Service and last month, IDG World Expo's first ever BioITWorld Conference & Expo served as the launch pad for the company's newest U.S. title: *Bio•IT World*.

With the aim of helping bio-IT professionals improve research and development productivity, manage organizational development and generate successful business models for their facilities and com-

continued on page 4

Australian Biotechnology News gets off to fast start

AUSTRALIAN Biotechnology NEWS

ALIGNING BIOTECHNOLOGY WITH BUSINESS OUTCOMES

1ST AUSTRALIAN BIOTECHNOLOGY NEWS ISSUE

Biotechnology now employs thousands of Australians. We think it's time they had a voice. Welcome to our first issue.

BioStart stumped

Bucks, bugs and biology

Epilepsy breakthrough for Adelaide researchers

Carving out a new niche in the publishing market, *Australian Biotechnology News (ABN)* has set the bar high for any potential competitors. Launched March 15, the weekly covers topics such as drug discovery and development, drug delivery, bioinformatics, genomics and proteomics and targets senior business executives and IT and scientific equipment buyers.

IDG Australia Managing Director **Don Kennedy** sees the title as a fascinating outgrowth of IDG's mission to provide information services about information technology. "IT is what drives the biotechnology sector and makes it so dynamic, but

continued on page 5

DEMO's cutting-edge products play to optimistic crowd

DEMO provides glimpse of the future

Since DEMO began in 1991 the conference has introduced Web portals, personal digital assistants, online auctions and speech-recognition software and served as a launch pad for Palm, E*TRADE, and Handspring.

The prevalent attitude of attendees and exhibitors at DEMO 2002 in February was decidedly "Let's go back to work." Produced by IDG Executive Forums (IDGEF), the 12th annual conference on emerging technologies and products drew more than 550 leading IT executives, venture capitalists and exhibitors to Phoenix to get a first look at what products might lead the IT industry out of its recent slump.

DEMO Executive Producer **Chris Shipley** said that in pre-conference e-mails to attendees conference organizers talked about an economic turnaround and "telling the industry it was time to get back to work. That message got through, and the attendees exhibited a cautious optimism that the worst was behind and that it was, indeed, time to begin investing again in technology," she said. "The caliber of products clearly demonstrated that innovation was anything but dead. So while the audience was more sober than in recent years, they are also wiser and ready to get to work."

"Everyone has taken their lumps," said **Sandra Gittlen**, events editor for IDGEF and Network World, of which IDGEF is a division. "Most of these people had lost millions, but they were ready to say 'What's our next project? How do we rebuild?' Everyone had on their thinking caps."

Three hundred potential exhibitors submitted new product and service applications via a DEMO

continued on page 2

Online DEMO invitations yield savings

While DEMO takes a look at new technologies that may supplant older ones, IDG Executive Forums' marketing department took a similar tack this year, trading direct mail for e-mail.

Marketing Manager **Sara Evangelous** said their DEMO 2002 marketing campaign was "very heavily electronic." The team did no external advertising and only one direct-mail drop of 45,000 pieces. This was followed by six e-mail blasts to Forums' conference databases (10,000 to 15,000 names) and two blasts to lists provided by *InfoWorld*, *Computerworld*, *Network World*, *CIO*, *Darwin* and non-IDG media/partner organizations (5,000 to 10,000 names per list). Each e-mail contained clickable .PDF files that directed recipients to the DEMO Web site for further information and registration details.

Evangelous said they saw "quite a bit of cost-saving" – even a small, targeted direct mail campaign can cost upward of $40,000, while e-mail campaigns can run as low as $2,000 to $3,000 per campaign — and the response rates were much higher with e-mail than direct mail.

Subscribers to Forums' DEMOletter, a monthly print and weekly online newsletter on emerging technologies, received registration forms about four months before DEMO and were also offered reduced registration rates.

The team will use the same strategies for Vortex in May, Digital Spectrum in July, and DEMOmobile in September.

DEMO

continued from page 1

Web site. Shipley and Co-producer **Jim Forbes** then winnowed them down to the 65 that made their public debut at the conference. Each exhibitor had only six minutes to demonstrate the product and explain its value. No PowerPoint slides were permitted, because "DEMO is about showing products, so we want people to get to the meat of the matter," Shipley said.

According to Shipley, 65 exhibitors was "a bit fewer" than in past years due to the decrease in start-up companies. "The numbers were down, but the overall quality of the products we saw this year is much better than in the past," she said. She and Forbes look for products that are being introduced to the market for the first time and that are "market-disruptive: they are either creating new market segments or forcing a change in the market they are entering."

While only a handful of products targeted the consumer market, many focused on wireless Internet technology, collaboration software and Web services that are expected to help corporations save money. Attention to enterprise customers is understandable, said Shipley, because "that's where the money is. New businesses must be built on real market need and real consumer demand and not on the hunches of a bunch of college students hoping to hit an IPO home run. It should not be a surprise that DEMO 2002 has a decidedly corporate product mix."

"This year we saw a lot more solid kinds of things that people can use," said Michael Katz, managing director of Pricewaterhouse Coopers Technology Centre in Menlo Park, Calif.

The overall quality of the products at DEMO 2002 was much better than in the past, ***Chris Shipley*** *said.*

New at DEMO 2002 was a "Works in Progress" segment that looked at products in distantly emerging markets that offered a glimpse of what the longer term future might hold. Shipley said after speaking with several leading research and development groups, they invited IBM Research, Sprint Advanced Technology Lab and NASA/Ames Research Center to DEMO "because they had work that was both interesting and presentable." NASA Chief of Aviation Dr. Thomas Edwards demonstrated developing technologies for air traffic control and luggage screening. Sprint's E-assistant combines face- and speech-recognition technologies into agents that recognize individual users and adapt to their preferences.

Shipley said she believes the IT industry is moving again, although "slowly at first, and with caution. For all of its 12 years, DEMO has been about significant steps in the betterment of business and society through technology," she said. "This year proves that — even in a tough economic climate — technology innovation and the entrepreneurial spirit are deeply ingrained values that are alive and well. Tough times force us to challenge ideas and recalibrate goals."

DEMOmobile, which focuses on mobile-related technologies, runs Sept. 18-20 in La Jolla, Calif. DEMO 2003 is scheduled for next February in Phoenix.

Contact Chris Shipley at chris@demo.com for details or go to www.idgexecforums.com/demo/. WU

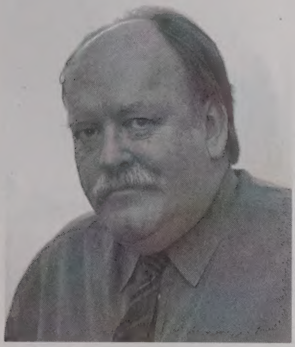
PC-WELT takes client service to new heights

HeliAvia GmbH
SENNHEISER
D-PY
PC WELT

In honor of PC-WELT's recent redesign, IDG Magazine Verlag shuttled 25 top clients to dinner via helicopter following a reception at CeBIT last month. IDG Chairman ***Pat McGovern*** *(ninth from left) joined them along with 10 IDG Magazine staff members.*

Q and A executive

Don Kennedy
The managing director of IDG Australia is this week's guest columnist.



IDG Australia at-a-glance

Established 1978

Location Headquarters in Sydney; editorial and/or sales staff located in Sydney, Melbourne, Brisbane, Canberra, and Adelaide.

Number of employees 90

Products *Computerworld, PC World, Australian Reseller News, CIO, Australian Biotechnology News* (and related Web sites for each, reached via www.idg.com.au); *Channel X, CIO Government, Information Age,* www.educateit.com.au, www.dealoftheday.com.au, www.biotechjobs.com.au, PC World Minibooks, CIO Annual Conference and more than 40 e-mail newsletters.

Recent accomplishments Launch of *Australian Biotechnology News* and two biotech Web sites in March; *ARN's* Deal of the Day Web site goes live; *Computerworld* adds a new e-mail newsletter every few weeks in very profitable business; *PC World* publishes very successful Linux minibook; *CIO* named Australian Business Publication of the Year, first title to win twice.

Q What's been your career path at IDG?

A I started with IDG as news editor of *Digital News* in Boston in 1986. In 1988, IDG Australia posted the job of *Computerworld Australia* editor in *IDG World Update* and I applied. **Susan Searle**, then publisher of *Computerworld* and now vice-president of our channel division, hired me. And that began a love affair with Australia – great people, great environment and a great place to work. In 1991 [former IDG president] **Walter Boyd** had a momentary lapse in an otherwise great career and appointed me to be IDG Australia's second managing director.

Q Give us a brief overview of the Australian IT publishing market and IDG's status within it.

A The IT publishing market is in contraction, with many titles closing or reducing their frequency in the past year. Among these are the Australian editions of *PC Week*, *PC Magazine* and *Information Week*, plus many titles with no international equivalent.

We have focused on our core titles: *Australian Reseller News* for the channel, *Computerworld* and *CIO* for the enterprise and *PC World* for the small-to medium-size market. As is typical in tough times, the market supports leading titles, and each of ours has gained market share this year.

In the fiscal year to date IDG has booked 49% of the ads in IT titles. Although our page counts are down 15% from the year before, other IT publishers are down 26% and business titles and newspapers have lost 34% of their IT advertising pages.

And — hold on to your hat — with *CIO* we have the only IT title in the country to increase its ad pages this fiscal year, up 9.9% in a market that is down 24%.

Q IDG Australia's numbers are holding up better than most IDG business units in hard times. Can you share some tips?

A Two reasons, I think. First, our revenues are down, but nowhere near as much as our competition. I think that is because each part of the IDG team is achieving its mission: our editorial and production teams continue to create the industry's highest-quality publications and online services; our circulation team ensures our readers are the people vendors need to reach; we have very professional sales teams representing us to their clients; and the support team ensures we run smoothly and without wasting money.

Second, in these difficult times, everyone at IDG Australia has pitched in on a campaign we call "Smart Spending." The goal is to spend money wisely and to invest where we have the best chance of getting more revenues. The key to success is information and empowerment. To this end we have been holding regular company briefings so people can see how we're faring, and anyone in the IDG family is able to get any information they need, including financial results and plans.

Q Do you feel you're taking a risk launching *Australian Biotechnology News as* a weekly, given that sister bio-IT titles in the U.S. and Sweden are less frequent?

A I can't speak for the other business units, but I can explain our decision. First, we are a newspaper and weekly is the most appropriate frequency, coupled with daily online updates. Second, we are counting on recruitment as a major source of revenue, and that requires weekly frequency. Third, we are charging premium subscription rates (as much as five times what we charge for our weekly IT titles) and the frequency enhances this value proposition. Fourth, in Australia the publication of record for every industry segment is a weekly newspaper — whether it is for computer professionals and the IT channel, which we publish, or doctors, veterinarians, lawyers and accountants. Fifth, successful weeklies usually make more money than monthlies because they have four times more issues. Finally, our success will ultimately attract competitors. We don't want to leave a big opening for them.

Q To what extent does your team collaborate with other IDG or IDC companies in Asia/Pacific?

A We have a lot of interaction on the sales side, with New Zealand, Singapore, Hong Kong and Taiwan being especially important.

We also help one another a lot during launch periods, where the experience of one country is invaluable to another that is entering what is for them a new market.

And when there are problems, the country managers of the region are my best advisors. I learn a lot from them, and in return I believe they have all learned a lot from my mistakes.

Don Kennedy may be reached at don_kennedy@idg.com.au.

Bio•IT World

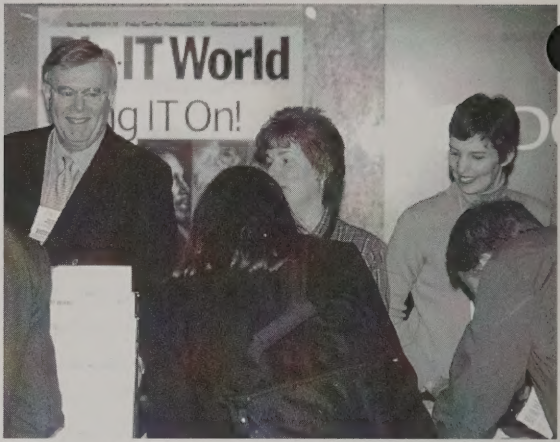
continued from page 1

panies, the monthly publication, along with its companion Web site, www.bio-itworld.com, will focus on bio-IT technology and business trends and forecasts, technology selection, industry news and analysis, government policy and regulation, new products and case studies. Each issue will provide coverage of the following eight technology "pillars": Computing and Computer Architecture; Informatics Data, Tools and Services; Storage and Data Management; Network and Internet Infrastructure; Systems Integration and Consulting; Life Science Applications; Life Science Equipment; and Knowledge Management and Collaboration.

Acknowledging that his editorial team faces a "huge challenge in providing cutting-edge information to the experts in a particular field while at the same time drawing in those who may be new to a particular topic," Editor-in-chief **Kevin Davies**, the author of *Cracking the Genome*, is confident they are up to the task. "We've assembled a fabulous nucleus of editors and writers with expertise spanning IT, business, life sciences, genomics and bioinformatics. We're striving for that fine balance by selecting topics of broad interest across the bio-IT arena, providing a strong informational foundation for non-specialists as well as more detailed insights for specialists in a particular area."

The monthly tabloid launched with an initial controlled circulation of 25,000 bio-IT professionals in life science research, biotechnology, pharmaceuticals, healthcare, agriculture and government who are involved in bioinformatics, genomics, proteomics and related disciplines. "The relative ease we had in attracting our first 25,000 subscribers along with the incredible response to the BioITWorld expo last month, is a clear indication that the biopharma community is desperate for a publication of this sort," Davies said. "There just isn't a significant competitor; bio-IT stories are occasionally covered in the weekly science magazines and IT publications, but not enough. The convergence of IT and life sciences is already in full force, and we can offer important coverage that people can't get elsewhere."

Visitors to the *Bio•IT World* booth at last month's expo were effusive in their praise of the new publication. "We were mobbed," said Circulation Director **Deborah Walsh**. "We probably had one of the busiest booths on the show floor. People were saying absolutely glowing things about the publication, and we went through almost 2,500 complimentary issues." Walsh said that hundreds of would-be subscribers filled out qualification forms during the expo.



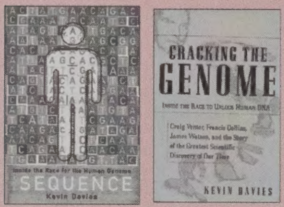
*IDG Chairman **Pat McGovern** lends a hand as Bio•IT World Circulation Director **Deb Walsh** and Marketing Communications Manager **Gina Bajenaru** distribute issues at BioITWorld Conference & Expo.*

Advertisers, too, seem happy to have a targeted vehicle to reach buyers resulting in ad sales that have exceeded expectations for the first few issues, according to **Alan Bergstein**, vice president and publisher. The first issue boasted more than 30 ad pages in a 96-page folio from companies including IBM, Lion Bioscience, Oracle, Rosetta Biosoftware, EMC, Compaq, Hewlett-Packard, KPMG and Millennium Pharmaceuticals. Several more blue-chip advertisers signed on for the April issue including Apple, Perkin-Elmer and Hale & Dorr. "The Apple win was particularly gratifying," noted Bio-IT World President & CEO **Morris Levitt**. "After initially hearing that they had signed on, we later heard that the business had been pulled because 'we never run in new publications.' That decision was then reversed when key decision makers at Apple actually saw our launch issue and decided it was right on the money," Levitt said.

With the frenetic pace of the pre-launch period for both the publication and Web site settling into a more steady rhythm, Davies said his staff, with its collective "wealth of superb contacts spanning the bio-IT arena," will be spending more time in the coming months visiting and talking with the people at these companies that are defining this new era of bio-IT. In addition to developing targeted e-mail newsletters to meet specific the specific needs of its various constituencies – three are currently available: The Dodge Retort authored by Executive Editor-IT **John Dodge**; Around the Bases, written by Davies; and The Bio•IT World Weekly Update – staff will also be evaluating opportunities for conferences and custom events in the coming months.

For more information, contact Kevin Davies at kevin_davies@idg.com.

The human genome sequencing race: "a rollicking good tale"



*The U.K. version (left) and the U.S. version of **Kevin Davies**' book.*

Last year's unveiling of the sequencing of the human genome capped a decade of intense effort on the part of thousands of scientists worldwide. That effort, originally concentrated among researchers in the 15-year, $3 billion Human Genome Project, underwritten by the U.S. government, attracted a commercial competitor in the form of Celera Genomics, directed by Craig Venter, formerly of the National Institutes of Health.

Davies

Bio•IT World Editor-in-chief **Kevin Davies**, a close observer of the intense race to crack the code of human life, has written what one reviewer called "a rollicking good tale," detailing the effort and offering a look ahead to the myriad ways the sequence will impact medicine and science in the 21st century.

Published last year by The Free Press (a division of Simon & Schuster), *Cracking the Genome* has sold close to 20,000 copies to date and has been translated into more than 12 languages. In the U.K. the book appeared under Davies' original title *The Sequence*, but his U.S. editor felt that title might be too abstract for an American audience!

Get ready for the annual

IDG Employee Opinion Survey

It's coming to you online!

Survey distribution begins the week of April 2;
Completed surveys submitted by April 23

What is it?

The opinion survey provides employees with the opportunity to anonymously provide their views in areas including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management, compensation/rewards/recognition and performance management.

How is it used?

Over the years survey results have produced positive changes at the departmental, business unit and company-wide levels. Examples of recent benefit enhancements include: enhancements to the ESOP vesting schedule and establishing a 401(k) matching contribution.

Survey anonymity

Critical to the success of any survey is the honest and candid feedback of respondents. Critical also is the survey firm's ability to provide an absolute assurance of respondent anonymity. Because all data submitted by respondents goes directly to Research Results, Inc. and is captured in a secure database on the Research Results, Inc. server, the confidentiality of individual responses is guaranteed.

Survey Access

Employees can access the survey via a hyperlink embedded in an e-mail message sent by the survey administrator, Research Results, Inc. Clicking or typing in the survey link and entering a unique password provided to each employee takes you directly to the online survey. You can complete the survey in one sitting or start and come back later to finish it without losing any previously answered information.

Who looks at it?

Summary reports are supplied to IDG Corporate Human Resources, which then gives the reports and any additional analysis to IDG Chairman Pat McGovern and the IDG Executive Committee.

What happens at my business unit?

Business units are expected to share the survey results with employees at departmental meetings providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an action plan outlining the most critical issues to be worked on in the coming year.

For additional information, contact your Human Resources department.

"This survey is qualitative and quantitative proof of the morale of your team and what you need to do to make your environment as fulfilling as possible for them."

Evilee Thibeault
CEO and Publisher
Network World, Inc.

"The employee opinion survey is one of the most valuable resources for getting information to management on areas of satisfaction and where improvement is needed. I encourage all employees to take time to provide this critical feedback to their management team. Feedback does make a difference."

Kelly Conlin
IDG President and CEO

"For a company founded on research in 1964 and one that continues to spend millions of dollars each year researching the global information technology market, the IDG employee survey remains our company's most important annual research project. The concerted effort employees make to express what they think about IDG, and how we can make it an even better company, is IDG's directional compass."

Gary Beach
Group Publisher

"The employee responses collected in the IDG Employee Opinion Survey are used as the primary charter for determining the benefit initiatives throughout the year. This has been proven time and again, as when you look at the historical changes we have made to many of our plans, the vast majority were 'driven' by the employee survey."

Cheryl Talamini
IDG Benefits Manager

Coming up

InfoWorld's 3rd Annual CTO Forum
April 8-10
The Westin St. Francis Hotel
San Francisco
http://ctoforum.infoworld.com
Contact: **Sarah Ammann**
sarah_ammann@infoworld.com

CIO Perspectives: Strategies for the New Reality
April 14-16
Sheraton Bal Harbour Beach Resort
Bal Harbour, Fla.
www.cio.com/conferences

IDC's Directions 2002
April 15
State Guest Hotel
Beijing
www.idc.com.sg/Directions

European Telecoms Forum
An IDC event
April 15-16
Hotel Melia Roma Aurelia Antica
Rome

IDC's Directions 2002
April 17
Kowloon Shangri-La Hotel
Hong Kong
www.idc.com.sg/Directions

Storage Technologies
A *CW Schweiz* event
April 18
Marriott Zurich
Zurich, Switzerland
Contact: **Urs Flueckiger**
urs.flueckiger@idg.ch

IDC's Directions 2002
April 19
Suntec Singapore International Convention & Exhibition Center
Singapore
www.idc.com.sg/Directions

IDC's Directions 2002
April 23
Sheraton Subang Hotel and Towers
Selangor, Malaysia
www.idc.com.sg/Directions

Channel World Global Product Line Meeting
April 23-24
Bad Homburg, Germany
Contact: **Silvia Sprenger**
ssprenger@computerpartner.de
http://gpsc.idgchannelworld.com/

Australia

continued from page 1

in Australia that is only part of the information package this sector needs," he said. "Our title is also filling a serious information gap for the life sciences with a unique mix of industry and product news as well as technology research reports."

The 40-page debut issue included ads from 15 advertisers representing a cross-section of the biotechnology industry including IT, scientific suppliers, research institutes, recruitment companies, universities and consultants. Major advertisers included IBM, EMC, SGI, Beckman Coulter and Varian. *ABN* is maximizing the percentage of editorial during the launch phase as part of its bid to ramp up paid subscriptions quickly; thereafter the ad/edit ratio goal is 35%/65%.

Initial circulation is 5,500, and IDG Australia aims to convert a significant portion to paid circulation. Limited newsstand distribution is being considered for some specific locations in the Sydney and Melbourne central business districts.

"Reaction from readers to the first few issues has been very strong and positive, particularly with regards to the breadth of content," said Publisher and Vice President **Andrew Birmingham**. The publication draws on the expertise of an advisory board composed of scientists and biotech executives from around the globe. Like its counterparts in the U.S. and Sweden, the first issue of *Australian Biotechnology News* included profiles of the most prominent individuals in the country's biotech industry and related governmental bodies and institutions.

IDG Australia has also produced Australia's only commercially available direct marketing database for biotechnology, which follows the model of the company's premier corporate database, Contacts. Biotechnology Contacts is a CD-ROM-based software package that provides contact information for 5,000 key people and 1,500 organizations in the Australian life sciences sector.

Birmingham welcomes the chance to work collaboratively with sister titles regarding content, sales and circulation development. "The IDG News Service and *Bio•IT World* content has been excellent and pitched precisely at the level our readers indicate they want," he said.

For more details contact Andrew Birmingham at andrew_birmingham@idg.com.au or visit www.biotechnews.com.au.

IDG Sweden widens product portfolio with *Biotech Sweden*

IDG Sweden's *Biotech Sweden* debuts April 9 with 12 ad pages in a 32-page folio. Slated to be published 11 times in 2002, it has an initial controlled circulation of 20,000 copies.

"It is very exciting for us to widen our product portfolio from IT exclusively to a new line of business with many similarities to the early emerging IT market," said IDG Sweden Managing Director **Bengt Marnfeldt**.

Biotech Sweden will encompass a broader array of topics than *Bio•IT World* in the U.S., covering issues such as medical technology, biotech production, agrobiotechnology and environmental biotechnology. Like its sister publications, the first issue includes a "who's who" section profiling notable members of the Swedish biotech community. The publication also has its own advisory board consisting of internationally renowned scientists and executives in biotechnology companies and organizations.

Sweden has Europe's fourth highest number of biotechnology companies, exceeded by the more populous countries of Great Britain, Germany and France. Highly regarded research and development programs in Sweden's universities and the presence of large international and Swedish corporations account for Sweden's strong position in pharmaceuticals, biotechnology and telecom/IT. AstraZeneca Corp. and Pharmacia & Upjohn Corp. are just a few of the international companies of Swedish origin with a high proportion of their R&D work based in Sweden.

NY TIDNING!

Supersnabb PCR

Kapillär elektrofores

BiotechSweden

Effektivare vaccin med svensk teknik

Amersham satsar på ny fabrik i Sverige

Nanokristaller visar proteiners beteende

IDG Sweden's newest title launches April 9.

Biotech Sweden is led by Editor-in-chief **Fredrik Bernsel**, who also serves as editor-in-chief of *Natverk & Kommunikation*. A seven-year IDG veteran, Bernsel has an M.S. in computer science from the Royal Institute of Technology in Stockholm. Editor **Jan Sandred** has more than 20 years of experience in trade publications, most recently as a senior editor at *Ekonomi + Teknik Förlag*. He has a B.S. in biochemistry and journalism from the Poppous School of Journalism in Stockholm and an M.S. in IT and mathematics from Uppsala University.

For more information contact Fredrik Bernsel at bersel@idg.se or go to www.biotechsweden.com.

noteworthy people

Returning employees

Previously an analyst with the IDG Corporate Global Account team in San Francisco, **Christy Berger** is now a Computerworld sales associate based in San Mateo, Calif. Christy, who first joined IDG in February 1999, enjoys skiing and playing the guitar in her free time.

Send Noteworthy information to world_update@idg.com.

News Service's Matt Berger chosen for UCLA fellowship

IDG WORLD UPDATE

Matt Berger will spend a week focusing on culture and society as they relate to the Internet.

IDG News Service U.S. Correspondent **Matt Berger** is one of 15 journalists chosen to participate in a week-long fellowship at the University of California/Los Angeles' Center for Communication Policy later this month.

The Center runs a program titled "Surveying the Digital Future: The Social, Political and Economic Impact of the Internet," which is made up of research sessions and discussions with academics and industry partners. Participants will examine how the Internet and its technologies are changing (or not) the daily lives, habits (less channel surfing, more Web surfing), and fears (i.e., identity theft) of non-technical people around the world. As part of the two-year-old program, the Center interviews the same survey group of more than 2,000 U.S.-based Internet users and non-users annually on a variety of Internet-related issues, allowing analysts and journalists to gauge how Web trends change over the years.

Fellowship recipients look at survey results, formulate new questions for future surveys and discuss culture and society as it relates to the Internet. "I'm really interested in hearing what other journalists who cover the subject from various points of view have to say and in seeing what goes on outside of the world of medium- and large-enterprise businesses," Berger said.

Berger, who joined IDG a year ago, was previously a reporter with Upside.com covering online commerce, where a relationship between Upside and CNN gave him the opportunity to be "a talking head" on CNN's financial news channel on several occasions. Before that he "scraped by" as a reporter for San Francisco Bay Area newspapers.

IDC Latin American announces Excellence Awards

MAURO PERES

*The Excellence Award winners from IDC Brazil earned awards in three different categories. (L-R): Senior Telecom Analyst **João Bustamante**, PS&T Publisher **Eleine Bélaváry** and Software Analyst **Bruno Rossi**.*

IDC Latin America recently announced its Excellence Awards for the second half of 2001. The program is aimed primarily at country analysts in Latin America who are currently not able to take part in IDC's U.S. awards program. In addition, it provides supplemental awards to regional analysts who participate in collaborative efforts with their counterparts in the country offices. All winners received a citation and a cash award.

- **Research and Consulting Excellence Award for Product Quality**
Regional Analyst Winner: **Ricardo Villate**, IDC Latin America
Country Analyst Winner: **Bruno Rossi**, IDC Brazil

- **Research and Consulting Excellence Award for Customer Service**
Country Analyst Winner: **Ricardo Karaman**, IDC Argentina

- **Sales Excellence Award for Teamwork**. Awarded to the Latin America Regional Team developing a series of multi-sponsored engagements leading to new sales in these areas: storage software, security software, and supply chain management applications.
Christopher Burgelin, **Alex Manfrediz**, **Rebecca Williams**, **Lisa Fels Echavarria** and **Natalie Eisner**, (all from IDC Latin America).

- **Corporate Services Excellence Award** (for exceptional service to internal customers)
Eleine Belavary, IDC Brazil

- **Team Excellence Award for Collaboration**. Awarded to the Latin America LAN/WAN Quarterly Team
Felipe Rezk, **Lisa Fels Echavarria** and **Hector Hernandez** (IDC Latin America); **Carina Frigueglietti**, IDC Argentina; **Joao Bustamante**, IDC Brazil; **Natalia Vega**, IDC Chile; **Carlos Gomez**, IDC Colombia; **Rose Penalva**, IDC Mexico and **Francisco Soto**, IDC Venezuela.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Ursula Sauter *IDG Germany*

21

Helga de Gregori *IDG Germany*

18

Carlos Pereira *IDG Brazil*

17

Lola Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

16

Judit Fülöp *IDG Hungary*
Simone Fiedler *IDG Germany*

15

Patricia Sims *IDG List Services*
Stephen Tozeski *IDG List Services*
Magdalena Koch *IDG Germany*

14

Kirk Campbell *IDC*
Michael Carroll *PC World*
Graça Sermoud *IDG Brazil*
Peter Gruber *IDG Germany*

13

Kirsten Højrup *IDG Denmark*
Hiltrud Osterried *IDG Germany*

12

Setsuro Tamai *IDG Japan*
Gábor Révész *IDG Hungary*
Tony Picardi *IDC*
Alessandro Degli Occhi *IDG Italy*
Susanne Kirmaier *IDG Germany*
Hans Königes *IDG Germany*
Andrea Piontek *IDG Germany*

11

Christoph Burkhart *IDG Germany*
Reinhold Harlacher *IDG Germany*
Claudia Dudkin *IDG Germany*
Ingrid Kurz *IDG Germany*
Lothar Miedel *IDG Germany*
Peter Townsend *IDG Germany*

10

Maggie Murphy *IDG*

9

Lisa Golden *IDG List Services*
Andre Angeles *InfoWorld*
Andrea Weinholz *IDG Germany*

8

Attila Schopp *IDG Hungary*
Manabu Wada *IDG Japan*
Stephen Graham *IDC Canada*

7

Robert Gray *IDC*
Alexandre Barros *IDG Brazil*
Madaleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Christian Meyer *IDG Germany*

6

Kek Li Peng *Computerworld Singapore*
Sheila Barcellos *IDG Brazil*
Petia Lukasheva *IDG Bulgaria*
Petra Rammelsberger *IDG Germany*

5

Jarmila Frejtichova *IDG Czech*
Joroslava Janatova *IDG Czech*
Birgit Nonboe *IDG Denmark*
Kevin Krull *IDG*
Kimiko Niwa *IDG Japan*
Kurt Strebel *IDG Switzerland*
Simone Wit-de Bruin *IDC Benelux*
Christian Bousquet *IDC*
Solange Ciavatta *IDG Brazil*
Parit Shah *IDG U.K.*
Andreas Koschinsky *IDG Germany*

4

Lori Pardy *IDG List Services*
Jane Jordan *IDG*
Davina Yeo *IDC Singapore*
Sean Murphy *PC World*
Koji Moriya *IDC Japan*
Gunnar Lott *IDG Germany*
Ralf Kreuzer *IDG Germany*
Ronald Wiltscheck *IDG Germany*
Peter Müller *IDG Germany*
Kim Wilkin *IDG Denmark*

3

Mads Cordt Andersen *IDG Denmark*
Jeppe Høgh Andersen *IDG Denmark*
Mette Sand *IDG Denmark*
John O'Malley *IDG Global Solutions*
Maria McGrath *Computerworld*
Carolyn Burton *IDC*
Jacquie Wood *IDC U.K.*
Claudia Heinelt *IDG Germany*
Sandra Berger *IDG Germany*
Petra Loroff *IDG Germany*
Silvia Sprenger *IDG Germany*
Frank Heublein *IDG Germany*
Jörg Thoma *IDG Germany*
Jutta Rauch *IDG Germany*

2

Birgitte Raldorf *IDG Denmark*
Lisbeth Wistisen *IDG Denmark*
Rie Egeskov Jensen *IDG Denmark*
John Patrick Richards *InfoWorld*
Paul Bugala *IDC*
Robert Mahowald *IDC*
Puni Rajah *IDC Singapore*
Mi-Nam Lee *IDC Korea*
Diego Macciardi *IDG Italy*
Lia Pitarresi *IDG Italy*
Celine Clavreuil *IDC U.K.*
Rita Sfeir *IDC U.K.*
Amadeu Gomes *IDG Brazil*
Antonio Bezerra *IDG Brazil*
Samantha Hopkins *PC Advisor*
Katharine Bright *PC Advisor*
Robert Gammel *IDG Germany*
Daniela Wirth *IDG Germany*
Christiane Ebner *IDG Germany*
Daniela Sieger *IDG Germany*
Petra Maria Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Emerson Duarte Gibin *IDC Brazil*
Jayr de Andrade Pimentel Neto *IDC Brazil*

1

Ivan Siler *IDG Czech*
Dorthe Sørensen *IDG Denmark*
Malene Grouleff *IDG Denmark*
Matt Berger *IDG News Service*
Scarlett Pruit *IDG News Service*
Ilona Bíro *IDG Hungary*
Lesley Willard *ITWorld.com*
Kristy Pryma *IT World Canada*
Sonia Singh *IT World Canada*
Mark Jones *InfoWorld*
Aki Hosokawa *IDG Japan*
Takanobu Iwasaki *IDG Japan*
Mari Goto *IDG Japan*
Nako Tsuchiya *IDG Japan*
Maki Aikawa *IDG Japan*
Julie Wall *IDC Benelux*
Mette Ahorlu *IDG Denmark*
Margaret Tanaszi *IDC Canada*
Erika Blake *IDC*
Kalyan Samanta *IDC*
Kwang-Yong Nam *IDC Korea*
Kyung-Hwan Kim *IDC Korea*
In-Sun Yoon *IDC Korea*
Julius He *IDC China*
Songa Olsson *IDC New Zealand*
Edward Thompson *IDC New Zealand*
John Cooke *IDC U.K.*
Paolo Pescatore *IDC U.K.*
Kuriko Miyake *IDG News Service*
Hisami Suzuki *IDC Japan*
Evelin Stoev *IDG Bulgaria*
Alexander Heinold *IDG Germany*
Eveline Kuthe *IDG Germany*
Peter Höllriegel *IDG Germany*
Jan Schulze *IDG Germany*
Christian März *IDG Germany*
Peter Priewasser *IDG Germany*
Andreas Liebig *IDG Germany*
Rudolf Parzefall *IDG Germany*
Herbert Maier *IDG Germany*
Canio Martino *IDG Germany*
Cristina Callejo *IDG Spain*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Alessandro Degli Occhi

Home
Milan

Joined IDG Italy.
April 2, 1990, as a staff writer of *Computerworld Italia* after working for a year as a contributing editor.

Career path
Staff writer for *Computerworld Italia*, 1990; editor of the new monthly magazine *Networking Italia* (1992); senior editor of *Networking Italia* (1997); assisted with the title's transition to the fortnightly *Network World Italia* and became editor-in-chief (2000 to present).

Of what accomplishment at work are you most proud?
Our magazine has become one of the most successful magazines in the Italian ICT field.

Strangest moments on the job
In 1991 when I spoke about my magazine, "*Networking,*" people used to ask me if the magazine dealt with television networks.

If you could change one thing about IDG, what would it be?
To have a more entrepreneurial approach to our jobs at IDG Italy.

Best piece of advice you've ever received?
"Listen to people and then take on the responsibility of your decisions"

Person from whom you've learned the most about leadership?
[Country Manager] **Mario Toffoletti**. His career at IDG shows the truth of my statement.

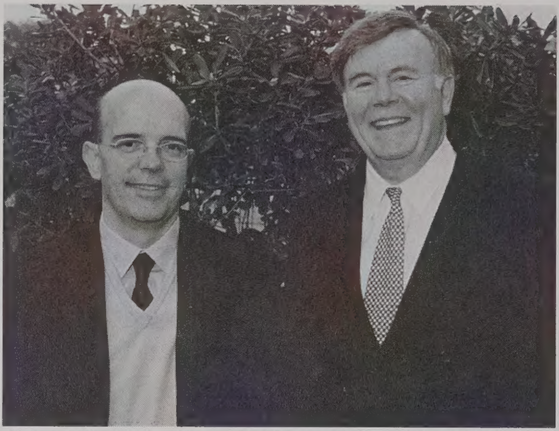
Interests outside the office
Soccer, tennis, philosophy, history, religion.

Family
My wife, Marina, and I have two daughters: Irene, 11, and Eugenia, 7.

What's the most rewarding thing you've ever done?
Marry my wife.

Favorite Web site
The Web site of my favorite soccer team, Internazionale Football Club: www.inter.it.

What character trait do you wish you had?
To be less anxious.



*Network World Italia Editor-in-chief **Alessandro Degli Occhi** (left) joined IDG Chairman **Pat McGovern** for dinner CHECKING in honor of his years of service to IDG Italy.*

Dream destination
Heaven.

Fantasy job
To be an actor.

Five people — living or dead — you'd invite to a dinner party?
Pope John Paul II, Russian writer Aleksandr Solzhenitsyn, Italian journalist Indro Montanelli, former British Prime Minister Margaret Thatcher and Beppe Niccolai (a friend of mine).

What is the most difficult decision you ever had to make?
To say to my manager: "Pay attention, you are making a big mistake."

First job?
Freelance journalist at an independent radio station.

One possession you'd grab if your house were on fire?
My insurance policy, obviously...

Favorite vacation spot?
Varigotti, a nice village on the Ligurian coast, near Genova.

Retirement dreams?
Enjoy life and write a novel.

Manager's profile
"Over the years with *Network World Italia* Alessandro has shown his exceptional management ability. And, in addition to great editorial capabilities, Alessandro has an unlimited capacity to analyze facts, work well with his team and synthesize information from his publisher, his sales manager and all the employees of IDG Italy. Last but not least, you can always rely on Alessandro for excellent and thorough editorial contents and for his incredible 'let's try it' attitude."
— *Mario Toffoletti, country manager, IDG Italy*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Mark Gabrenya *Bio•IT World*
Diane Lieberman *Bio•IT World*
Sophie Pietras *IDG Italy*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG **World**Update

8 APRIL 2002
VOLUME 32, NUMBER 12

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG World Expo to supply labor for its shows

Controversial move aims to rein in exhibitor costs; angers some in industry

With its recent decision to go where no tradeshow management company has ever dared to go, IDG World Expo is making history – and headlines.

*IDG World Expo President & CEO **Charlie Greco** (l) and VP of Event Services **Darrell Baker**, who will head up the company's new Labor Services and Housing Services initiatives.*

Last month the company announced that it is forming a new division, IDG World Expo Labor Services, to provide union labor for the installation and dismantling of exhibitor booths at all of its trade shows beginning this summer. More recently it announced that it has appointed Chicago-based Freeman Decorating Co. to provide this labor on its behalf for Exhibitor-Appointed Contractors (EACs) working at IDG World Expo tradeshows.

Freeman Decorating was the logical choice to provide labor on behalf of IDG World Expo," said company President & CEO **Charlie Greco**. "Not only did they fulfill our specific requirements, be we were also impressed with the company's overall reputation, experience and familiarity with the convention centers we use," he said.

"Tradeshows are under tremendous scrutiny from exhibitors in terms of cost effectiveness," said Greco. "The cost of floor space is just one of many expenses faced by exhibitors. We looked at ways we could try to help save our exhibitors money and determined that by controlling the source of labor, we could ensure that both service markups and the quality of labor remain fair and consistent across the board."

Under this new arrangement, exhibitors are still free to select the EAC of their choice to oversee the setup and takedown of their booths. However, instead of each EAC in turn contracting with whatever union labor it chooses to handle the installa-

continued on page 5

GamePro expands into new medium: plastic

Company will launch series of action figures based on popular games in July

Can't live another second without a Sonic the Hedgehog toy? Need to grab on to a real Virtual Fighter? Rest easy, *GamePro's* got you covered.

Starting this July, *GamePro*, in conjunction with co-developer and co-marketer toy maker JoyRide Studios, will launch a line of characters and vehicles from top-selling video games. The toys will be marketed under the new "GamePro Presents" banner, and a new series of 12 to 18 characters will appear every six months. The packaging for each figure will include *GamePro*-tested gaming codes, strategies and tips; a *GamePro* subscription card; plus the www.gamepro.com URL directing buyers to the *GamePro* site for more information on video gaming and new action figure releases.

"I've had this dream for over 12 years," said

continued on page 4

*GamePro's **Francis Mao** will soon be able to add his own company's action figures (right) to his collection of more than 1,000 toys.*

in brief newsworthy

PC World leads in direct purchasers, PCWorld.com in unique visitors

The dot-com era may be dot-comatose, but that doesn't mean consumers aren't spending money. According to Mediamark Research, Inc. (MRI), *PC World*'s 6.9 million readers are leading the consumer charge.

MRI's Fall 2001 survey of U.S. consumers notes that *PC World* attracts nearly 3.9 million adults who bought products directly from the manufacturer in the past year (as opposed to a reseller or chain), 372,000 more than its closest competitor, *PC Magazine*, and twice as many as *Computer Shopper*. In fact, one out of 10 direct computer product buyers reads *PC World*, nearly double that of *Business Week*. Also, *PC World* delivers 317,000 more Internet buyers than *PC Magazine*, and almost as many online buyers of computer products as *Fortune*, *Forbes* and *The Wall Street Journal* combined.

"In these challenging times, high-tech companies simply must get product out of the door. This data confirms that *PC World*'s editorial focus on buying information is the most effective way to attract the sophisticated buyers who are making this happen," said *PC World* Publisher **Bob Ostrow**.

PCWorld.com (www.pcworld.com) is also far ahead of its field, leading its competition's Web sites in unique visitors, according to the most recent digital media audience ratings report from Jupiter Media Metrix. From November 2001 to January 2002, the number of unique visitors to PCWorld.com grew by 18% — or 295,000 — to an all-time high of 1.9 million, twice that of PCMagazine.com.

"It's encouraging that interest in PCWorld.com's technology content expanded during the holiday shopping season and continues to grow in 2002," said **Ulla McGee**, PCWorld.com general manager. McGee added that the latest audit report from ABC Interactive shows PCWorld.com delivered more than 21 million page views in January, a new record for the site.

For details contact Public Relations Manager **Amy Dalton** at amy_dalton@pcworld.com.

Web sites and unique visitors, January 2002 (in thousands)

PCWorld.com	1,918
Wired.com	1,166
PCMagazine.com	887
eWeek.com	654
Informationweek.com	481
YIL.com	376
ExtremeTech.com	324
Networkcomputing.com	244

Source: Jupiter Media Metrix

PC-WELT charts new course with redesign and one-time pocket edition

March was a momentous month for *PC-WELT*, as the staff introduced a precedent-setting pocket edition that flew off the newsstands and the publication's first redesign in five years.

PC-WELT
NEU!
NUR 3,50 €
MIT 2 CDs
3 VOLLVERSIONEN
1. BROCKHAUS 2002
2. VIREN-SCANNER
3. STAR OFFICE 6.0
zum ersten Mal dokumentiert
rbotene
ilities!
ss, Brennprobleme!
Alle wollen DSL
Gib Viren keine Chance

PC-WELT's new look

With a print run of 150,000, the A5-sized (approximately 8.5 inches by 6 inches) pocket edition cost just one euro (88 cents) and sold out in just few weeks. Publishing Manager **Stephan Scherzer** believes *PC-WELT* is the first computer magazine in Europe, and perhaps worldwide, that has tested an A5 format. "It attracted new readers and gives a strong signal to the market that IDG is trying new things with great success," Scherzer said, noting that the pocket edition, intended as a one-time test piece, generated a great deal of buzz at CeBIT.

The content and number of pages in the smaller version was the same as in the regular March issue of *PC-WELT*, simply in a compressed format and without the usual CD-ROM cover mount. The pocket edition was a "secret launch" and debuted as a complete surprise to readers and advertisers, but "the feedback from agencies and clients was outstanding," Scherzer said.

The newly redesigned *PC-WELT* features a more updated and clearly structured layout and more room for topical themes and new content. While it remains computer-focused, *PC-WELT* will address more subjects across the digital spectrum, featuring multimedia versatility and digital networking more prominently. Among the other changes:

- The **table of contents** is on facing pages, so readers can see all the topics, tips and tests at a glance.
- A **news block** has even more announcements than before and a whole page each for news related to hardware, software, writeable CDs, security and communications.
- An **opinion page** with the results of three surveys conducted by pcwelt.de.
- **Legal tips** on common questions concerning PCs.
- The **Test Center**, previously part of the hardware section, has its own column, and the comparison tables now cover 200 top products instead of 150.
- A new **hardware section** feature, the Anonymous Test Purchase, in which the editors buy a complete new computer system and report on everything from the ease of purchase to performance testing.
- More **Webcodes** in the text, enabling the print and online versions of *PC-WELT* to be even more closely integrated, as additional information can be called up when the codes are entered on pcwelt.de.

PC-WELT
NEU!
PC-WELT POCKET
1€
jetzt testen!
Auf 17 Seiten
Tschüss, Brennprobleme!
Verbotene Utilities
DVD komplett
Alle wollen DSL
Gib Viren keine Chance

The pocket edition

Key players behind the redesign were Editor-in-chief **Jörgen Bruckmeier**, Deputy Editor-in-chief **Roland Bischoff**, production staff **Andrea Kirchmeier** and **Alex Dankesreiter**, IDG Germany Production Chief **Heinz Zimmermann** and creative agency H2Design Munich.

PC-WELT's staff aims to sell more than 500,000 copies per issue this year. *PC-WELT* now sells an average of 488,674 copies and has the highest circulation figures of any monthly computer publication in Europe.

For more details contact Stephan Scherzer at stscherzer@idginteractive.de.

Q and A executive

Ralph Peter Rauchfuss
The managing director of Computerwoche Verlag GmbH is this week's guest columnist. He may be reached at ralph_peter_rauchfuss@idg.com.

Q Even in these difficult economic times, Computerwoche Verlag remains one of IDG's most successful companies. What tips do you have that could help the rest of us?

A We too have had to cope with extremely difficult economic conditions since last fall. We have suffered losses of up to 90% in the recruitment ad market and up to 40% in the display ad market. We are operating several systematic cost-cutting models, have deferred all investment plans and are currently concentrating exclusively on our core business. Last October, we had two three-day meetings with all the heads of department on the subject of crisis management. First of all, we defined what we do not want to do despite the crisis:

- We do not want to forfeit any reliability in the market with respect to our customers, service providers and members of our staff.
- We do not want to give up our current "appropriate market behavior" (e.g. price list patronage).
- We do not want to jeopardize our business by lowering our product quality or the quality of our customer service.
- We do not want to punish our staff members and ignore their good work.
- We do not want to punish our suppliers and not reward them properly for their services.

As a second step, we defined what we have to do:

- Stop all unnecessary products, projects and activities.
- Review the effectiveness and efficiency of our organization.
- Dismiss those staff members who are not contributing to productivity or not measuring up to the needs of the company.
- Review the frequency of publication, print runs and size of our publications.
- Negotiate with all our suppliers about existing contractual terms.

Q How do you see the full implementation of the euro and other pan-European economic moves affecting the European IT industry?

A This is a very personal answer: The euro and the process of "Europeanization" is making life much easier for travelers, both as regards their work and their private lives. In economic terms though, regardless of whether it is the IT industry or not, it is a change for the worse. The process of Europeanization tends to hinder the free market economy. Brussels cannot be the economic center of Europe. That has to be Paris for France, Berlin for Germany, Rome for Italy, etc.

Q In times like these, maintaining staff morale can be a challenge. How do you address this area?

A In the last 10 boom years, it was not easy for us to find and keep good and talented staff. In particular the so-called "new economy" gave us a hard time. The slump in our business development is also forcing us to lay off staff. But we are trying to retain as many of our jobs as possible. We are currently running a program of shorter working hours, which should also take account of the lower volume of work (fewer pages per issue, fewer editorial pages, less advertising). The loyalty being shown by our staff is overwhelming. But the fear and uncertainty among employees are also great. We are trying to ease this situation by means of comprehensive, honest and open communication and information. Each month every member of the staff receives a detailed letter outlining market developments in general and developments in our own company in particular.

Q Halfway through fiscal 2002, do you see any indication that the outlook for ad sales may be improving?

A In actual fact, there are currently no signs of the market livening up. CeBIT, the world's biggest IT fair, had far fewer exhibitors and visitors than in the previous year. What was positive were our conversations with our customers. Never before have they praised us so often and so openly for our product quality, serious approach and proximity to the customer. They apologized for not being able to place any ads at the moment. We will be the first to be considered when the market recovers again.

Q How is Computerwoche Verlag faring vs. its competition in the market?

A To be quite honest, we are not worrying about the competition at present. We are concentrating on the market and on our own performance. Our competitors are trying to give a good image in the market by granting price concessions. This is at the expense of the "yield," which we are seeking to keep as high as before.

Q How are things faring with JobUniverse?

A JobUniverse [IDG's global recruitment ad network] is developing well in Germany. Of course, the general situation in the labor market means that JobUniverse is not exactly having a heyday. But worldwide, IDG could be much more successful with JobUniverse, if my country manager colleagues were to tackle the matter a little more seriously.

Computerwoche Verlag at-a-glance

Established 1974

Number of employees 236

Publications *Computerwoche*, weekly; *ComputerPartner*, weekly; *NetworkWorld Germany*, fortnightly; *CIO*, monthly; *Freiberufler info*, six times a year; *Young Professional*, 10 times a year and a host of Web sites.

Latest accomplishment
The launch of *CIO Magazin* in October 2001 was a huge challenge at a very difficult time. But its success to date gives us the assurance that such a magazine had been lacking in the market up until then. *CIO Magazin* will play a special role in the corporate success of Computerwoche Verlag GmbH in the future.

Biggest challenge for 2002
Keep successful and remain a presentable business model for IDG.

GamePro

continued from page 1

> *"By taking a macroscopic view of the genre, we ensure more opportunities for success than just tying into one particular game that will inevitably run its course in terms of consumer appeal."*
>
> *-- Francis Mao, Senior VP, Editorial and Creative Services, GamePro*

GamePro Senior VP, Editorial and Creative Services, **Francis Mao**. "Also, this is another of the many diversified revenue-generating initiatives that IDG Games Media Group is attempting in a difficult economy and market." The actual project came together very quickly, Mao noted. "I had my first discussions with JoyRide last summer, and we had prototypes and packaging to display at Toy Fair 2002 in New York City last month."

Mao said that although Glen Ellyn, Ill.-based JoyRide is still taking orders from retailers it is conservatively estimated that 25,000 to 50,000 units per character will be produced. Character figures will retail for US$12.99, vehicles for $9.99, and will be sold at major retail outfits with international distribution.

Mao said *GamePro* and JoyRide will avoid existing mass-market properties such as Tony Hawk and Harry Potter or *Star Wars* because those figures are already saturating the market. "There is really no need to approach these properties since the video game market garnered over US$11 billion last year — $6.35 billion for console video gaming alone. There's an abundance of other high-profile properties, such as Sonic, Luigi [of "Luigi's Mansion"], and others that have just as much public appeal and awareness as any other pop-culture icon."

Mao said that *GamePro*, as the authority in the electronic entertainment industry, approaches the matter as both industry insider and consumer in deciding which properties will be the most successful. The beauty of this program, said Mao, is that it is not limited to any one video game, game company, or character. "We literally have the entire video game universe past, present and future to choose from," he said. "Of course, being a lifelong toy collector [Mao has more than 1,000 toys and action figures in his office alone], this is a dream come true for me to be able to choose and help design the toys I've always wanted to have."

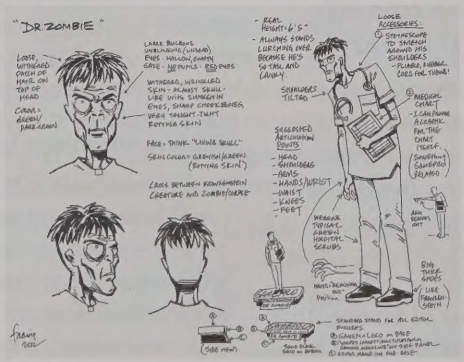
There have been many different video game toy lines offered in past years, but, said Mao, no one has approached it the way JoyRide is. "They are delivering a line of products based on the genre of video games and not just focusing on a particular video game," he explained. "By taking a macroscopic view of the genre, we ensure more opportunities for success than just tying into one particular game that will inevitably run its course in terms of consumer appeal."

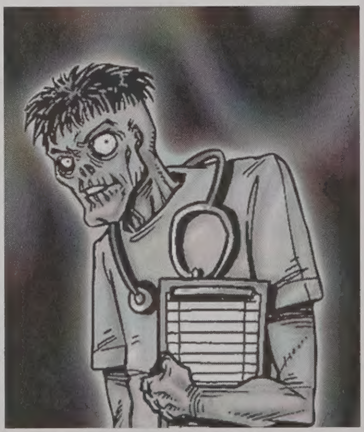
It takes one to two months to design and sculpt a prototype figure. It must then be approved by the licensor and *GamePro* before going into mass production. Mao said JoyRide Studios' parent company, Racing Champions ERTL, not only handles the vendor licensing and royalties but provides every step of the production cycle from the sculptors to the factory and distribution resources and can go from design concept to off-the-assembly-line finished product in about four months.

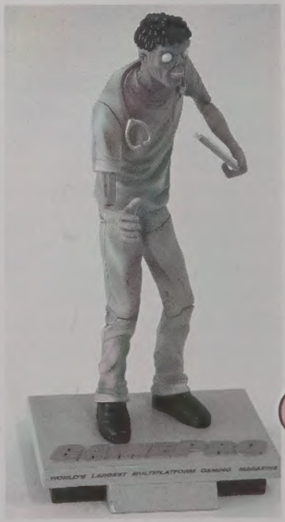
Drawing upon his commercial art background, Mao sketched suggested poses and accessories for each figure, which were forwarded along with visual references from the figure's game to the Hong Kong sculptors who interpret his designs. Mao is also designing the packaging template to ensure that the *GamePro* brand is prominently displayed, as well as designing the *GamePro* editorial that comes with each package.

The initial series of GamePro Presents toys will include the following characters:

- From Electonic Arts: SSX Tricky, Cel Damage, Command and Conquer
- Sega: Sonic the Hedgehog, Crazy Taxi, Super Monkey Ball
- Nintendo: Luigi's Mansion, Legend of Zelda, Metroid. WU


"DR. ZOMBIE"
LOOSE, WITHERED PATCH OF HAIR ON TOP OF HEAD
COLOR: GREEN/ DARK GREEN
LARGE BULBOUS UNBLINKING (UNDEAD) EYES - HOLLOW, EMPTY GAZE - NO PUPILS - RED EYES
WITHERED, WRINKLED SKIN - ALMOST SKULL-LIKE WITH SUNKEN IN EYES, SHARP CHEEKBONES, VERY TAUGHT-TIGHT ROTTING SKIN
FACE: THINK "LIVING SKULL"
SKIN COLOR = GREYISH/GREENS (ROTTING SKIN)
CROSS BETWEEN FRANKENSTEIN CREATURE AND ZOMBIE/CORPSE
- REAL HEIGHT: 6'5"
- ALWAYS STANDS LURCHING OVER BECAUSE HE'S SO TALL AND LANKY.
SHOULDERS TILTED
LOOSE ACCESSORIES:
① STETHESCOPE TO STRETCH AROUND HIS SHOULDERS - PLIABLE, RUBBER CORD FOR TUBING!
② MEDICAL CHART - I CAN PROVIDE A GRAPHIC FOR THE CHART ITSELF. (SOMETHING GAMEPRO RELATED)
SUGGESTED ARTICULATION POINTS:
- HEAD
- SHOULDERS
- ARMS
- HANDS/WRIST
- WAIST
- KNEES
- FEET
WEARING TYPICAL GREEN HOSPITAL SCRUBS
ARM REACHING OUT
HAND: "REACHING OUT" POSITION
BIG THICK SHOES (LIKE FRANKENSTEIN)
GAMEPRO
DR. ZOMBIE
(SIDE VIEW)
STANDARD STAND FOR ALL EDITOR FIGURES
Ⓐ GAMEPRO LOGO ON BASE
Ⓑ "WORLD'S LARGEST MULTIPLATFORM GAMING MAGAZINE" ON SIDE PANEL
Ⓒ EDITOR NAME ON SUB-BASE
SOLID BLACK BASE ON BOTTOM
francis 2002




GAMEPRO
WORLD'S LARGEST MULTIPLATFORM GAMING MAGAZINE

Francis Mao's *sketches of each character are forwarded to sculptors in Hong Kong where they are ultimately transformed into action figures.*

IDG

Week of April 8, 2002

VP Human Resources (EMG)

The Vice President of Human Resources for the Enterprise Media Group (EMG) will report to the Enterprise Media Board and have responsibility for the employee related policies and practices of the business units within the EMG. The incumbent of this position will be responsible for assisting and advising EMG senior management and business unit HR teams on human resources strategy, organizational planning and development, recruitment, employment, compensation, benefits, safety and health, and other human resources related services or issues. The top Human Resources person at ComputerWorld, CXO and NetworkWorld as well as the Head of Human Resources for the EMG-West will report to this position. This individual will have a comprehensive knowledge of human resources practices in all areas and extensive organizational development skills. A BS/BA degree is required and an MBA is preferred. A minimum of 10 years' experience gained through increasingly responsible management positions with Human Resources as well as strong leadership and interpersonal skills is required. ***Location: Framingham - MA***

Contact: K. Budreau, Email: karen_budreau@idg.com

Office Services Coordinator (CSV)

The Office Services Coordinator will be responsible for sorting and distributing US Mail; express courier packages; interoffice mail; processing in-coming and out-going mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and coordinating and performing various tasks as assigned. The perfect candidate will be detail oriented, dependable, punctual and have stellar communication skills. High school diploma or general equivalency certificate is required. Prior office experience and basic computer proficiency in email and word processing (MS Word) are desirable. ***Location: San Francisco - CA***

Contact: M. Mirabal, Fax: 415-267-1777, Phone: 415-978-3337,
Email: marc_mirabal@pcworld.com

Housing and Travel Manager (WEC)

IDG World Expo is seeking a Housing and Travel Manager to join the IDG World Expo team. This individual will be responsible for managing all hotel and travel related responsibilities for several events per year. Responsibilities include monitoring and reporting room block sales and hotel room rates through cold calls, assisting with contract negotiations as well as providing information to the Marketing and Operations Department for such items as the conference brochure, exhibitor manual and show guide. Other responsibilities include, assisting with speaker and staff travel reservations, handling all incoming phone/email inquiries regarding travel and communicating to attendees and exhibitors via email to increase room reservations. This individual must have excellent phone skills, strong customer service, attention to detail, excellent organizational skills and the ability to multi-task. 3-5 years experience in hotel and hospitality services required. Event industry experience a plus. Ability to travel a must. ***Location: Framingham – MA***

Contact: Email: ccjobs@idg.com, Fax: 508-935-4600

Human Resources / Education Assistant (IDC)

IDC's Human Resources and Education teams are seeking an Assistant to play a key role in supporting the administrative, benefits, education, recruitment and reward programs at IDC. The individual will be an integral part of a great team and gain exposure to many of the key components of Human Resources and Education functions. The ideal candidate will have an Associates degree or greater with 2-3 years work experience, preferably with some exposure to Human Resources. Candidate should have experience working in a fast paced customer focused environment where they have demonstrated a strong attention to detail, the ability to multi-task and set priorities. ***Location: Framingham - MA***

Contact: Email: estorch@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

GamePro staff immortalized in plastic

Loyal *GamePro* readers will soon be able to reach out and touch their favorite *GamePro* editors — or at least plastic replicas of them. For not only are game icons such as Crazy Taxi and Zelda being transformed into poseable action figures, so are some *GamePro* editors – or more precisely — their editorial alter egos. (*GamePro* reviewers write under the *noms de 'toon* of superhero-like characters designed by *GamePro* Senior VP, Editorial and Creative Services **Francis Mao**.)

From left: GamePro Senior VP ***Francis Mao*** *(aka Dr. Zombie), Senior Editor* ***Dan Amrich*** *(Dan Elektro), Senior Designer* ***Kat Auch*** *(Miss Spell) and Senior Editor* ***Mike Weigand*** *(Major Mike) hold their six-inch alter egos in front of their six-foot ones.*

"I've always felt that there should be a line of video game characters made based on our unique *GamePro* editor personas," Mao said. "We ran a survey of our readers to find out which editors they wanted to see first. We're making Dan Elektro [Senior Editor **Dan Amrich**], Major Mike [Senior Editor **Mike Weigand**], Miss Spell [Senior Designer **Kat Auch**] and Dr. Zombie [Mao] to start with. And I assure you that I did not stuff the ballots in order to make my own figure into a toy first." The editor figures will be produced in more limited numbers and will sell on the *GamePro* Web site (www.gamepro.com), as well as be inserted as rare limited editions in toy assortments for collectors to seek out.

IDG World Expo to manage attendee housing

In another move that will direct a new revenue stream to the IDG World Expo coffers, the company recently announced the formation of IDG World Expo Housing Services. Beginning with its summers events (Macworld Conference & Expo and Linuxworld Conference & Expo) IDG World Expo will assume responsibility for attendee housing at all its events. The company will procure large blocks of rooms at leading hotels in the host city at a steeply discounted rate, add a reasonable markup and still pass along significant savings to attendees. "This is not a new idea," IDG World Expo President & CEO **Charlie Greco** acknowledged (Key3 Media acted as a housing agent for Comdex for many years). "But we plan to make it work by keeping our service level high and our markups reasonable and not getting greedy."

IDG World Expo

continued from page 1

tion and dismantling process, EACs working at IDG World Expo shows must now agree to contract with labor providers identified by IDG World Expo Labor Services.

"With Freeman, we intend to work with our exhibitors to assure the quality of the labor while ensuring the timeliness of execution," Greco said. "Additionally, we will provide our exhibitors with a full accounting of just what the appointed contractor was charged for that labor, before the typical EAC markups are applied. This, we believe, will better inform our exhibitors as to what their actual costs are and where they are coming from."

Not surprisingly, this move is not without its critics. "While the feedback from our exhibitors has been positive, there have been varying levels of concern expressed by groups representing the EACs," Greco acknowledged. EACs earn a significant portion of their profits through marking up the cost of labor they supply to exhibitors. By requiring the EACs to work with a designated pool of labor at a pre-arranged cost, IDG World Expo hopes to help ensure those service markups remain reasonable. "Our objective is to protect our exhibitors from unnecessary labor expenses and to make sure they pay for only those labor hours that they have actually consumed," Greco said.

Responding to the criticism that this move will result in higher charges to exhibitors because it inserts two more middlemen into the process (IDG World Expo and Freeman Decorating), Greco said that because his company is able to procure union labor at wholesale management rates the relatively small markups that IDG World Expo and Freeman are adding nevertheless represent a large savings to customers compared with the previous method.

"We really are killing two birds here," Greco said, "IDG World Expo will certainly reap a financial benefit from this move, but just as importantly, we are helping our exhibitors control the costs associated with participating in our shows."

For more information, contact IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com.

Web conferencing helps IDC EMEA connect with customers

How to get a product in front of potential customers in a timely, cost-effective manner is a challenge every company faces, and IDC EMEA's European Systems Group is no different. The London-based group is conquering that challenge with Web conferencing.

MATT DUNN

(From left): DC EMEA Marketing Executive **Terry Cummings**, Research Analyst **Daniel Fleischer**, Expertise Centre Manager **Thomas Meyer,** both with the European Enterprise Server team.

"We have a very good set of research offerings, and it is essential that we further the understanding of our capabilities wherever possible," said Marketing Executive **Terry Cummings**. "Any form of communication between us and our clients or the wider industry audience is very important. Web conferencing enables us to talk to a large number of key industry contacts directly, scheduling presentations on hot topics with minimal resource set-up and lead time to completion."

Cummings said the group no longer has to rely solely on expensive conference halls, sending out invitations weeks or months in advance and hoping that the topic will still be current by the time a presentation about it can be arranged. "Now, we have the option of delivering Web-based presentations, sending invitations out days in advance, hours sometimes, and the topic retains its appeal," he said.

Web conferencing is essentially the same as Webcasting without the live video. Using Placeware software, the 'conferences' are held in IDC EMEA meeting rooms with several analysts presenting their market research and analyses in real-time audio with slides to clients watching the event online. (Presenters can also participate from different locations.) Analysts can see the names of online attendees and the organizations they represent on screen. They can also see when any member of the audience would like them to slow down, speed up or if anyone needs help, and interaction with the audience is possible during the presentation without disturbing delivery. If a question is posed by an attendee, the software can send it in text form to the presenter and the question appears at the bottom of his or her screen.

Cummings said a client or an industry journalist can sit at his or her desk and attend a conference with minimal inconvenience. "There is no travel, no expenses incurred and no time wasted. So we are likely to gain their interest, attendance and, thereby, further exposure for our group."

He added that free downloads of the presentation slides, sometimes with the audio, are offered after the event. Downloading of the slides presented has proved popular, Cummings noted. "Offering information like this allows us to provide a good example of our capabilities and prompts people to start using our information more. We hope they decide they need more and so become clients of the programs. We are pleased that several IDG sites, such as IDG Sweden's channel publication *IT.Branschen*, have recognized the presentations' value for their own audience." The group also e-mails copies of the slides presented to audience members after the presentation when appropriate.

> *"If any IDG publication would like a presentation of a specific focus to be delivered to its audience, or if they would like us to allow copies of our presentations to be accessed through their Web sites, we would be happy to make this happen."*
>
> *— Terry Cummings*

As an added benefit, "our analysts gain excellent experience in presentation delivery and public speaking practice prior to being required to visit clients or deliver presentations at major conferences," he said.

Cummings said the feedback from both clients and the wider audience has been excellent. "The more detailed client events are perceived as an added value to their contracts, while events aimed at wider non-client audiences are seen as an opening up of communications from IDC through a medium that offers not only data, but interaction with group analysts."

The European Systems Group is interested in involving its analysts in as many ways as possible with other IDG groups that offer Web conferencing or are open to it. "If any IDG publication would like a presentation of a specific focus delivered to its audience, or if they would like us to allow copies of our presentations to be accessed through their Web sites, we would be happy to talk with them to make this happen," Cummings said.

For more information contact Terry Cummings at +44-208-987-7231 or tcummings@idc.com.

IDC EMEA's European Systems Group Coverage

- Personal Computing
- Mobile Computing
- Smart Handheld Devices
- Printers and Multifunctional Peripherals
- Consumer Devices
  - Gaming Consoles
  - Digital Audio
  - Digital TV
  - Home Networking
- Servers
- Pricing

Other IDC EMEA Hardware Research coverage:

- Workstations
- Storage Systems and Devices
- Distribution Channels

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Steven Brown *InfoWorld*

18
Karen Wallace-Lincoln *Network World*

17
Lola Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

15
Nancy Grant *InfoWorld*

14
Rick Pastore *CXO Media*
Crawford DelPrete *IDC*
Patricia DeBiase *IDG*

13
Bob Sawdon *CXO Media*

11
arbara Sullivan *Network World*

10
Ruth Sager *IDC*
Yuriko Tejima *IDG Japan*

9
Doreen Francy *IDC*
Ellen Fanning *Computerworld*

8
Lorraine Cosgrove Ware *CXO Media*
Cheryl Toffel *IDC*

7
Brian Kornegay *IDC Singapore*
Yolanda Martinez *IDG Spain*
Aileen O'Donnell *PC Advisor*
Lucy Docherty *IDC U.K.*
Henry Morris *IDC*

6
David Rodriguez *IDG Spain*
Linda Quick *IT World Canada*

5
Dawnett Gordon *IDG U.K.*
isa Della Rocco *Network World*

4
Sandy Kendall *CXO Media*
Cindy Petrillo *CXO Media*
Alexandra Martinez *IDC*

3
Stephanie Li *IDC Singapore*
Carolyn Burton *IDC*
Eileen Chaney *PC World*
Jennifer Lapio *IDC*
Mary Slater *IDC*
Lauren Costello *IDG List Services*
Annette O'Reilly *IDG World Expo*

2
Markus Schwerdtel *IDG Germany*
Ulrike Sämmer *IDG Germany*
Masami Kashiwagi *IDC Japan*
Anne McDonald *PC World*
Vladimir Kroa *IDC*
Elsie Travaglini *IDG*
Helen Butcher *IDG Global Solutions*
Philip Christer *IDG Global Solutions*
Rosemary Kelly *IDG World Expo*
Gerard Wijngen *IDC Benelux*

1
Julius He *IDC China*
Kwang-Yong Nam *IDC Korea*
Kyung-Hwan Kim *IDC Korea*
In-Sun Yoon *IDC Korea*
Cristina Callejo *IDG Spain*
Daniel Newman *IDC Japan*
Patrícia Linger *IDG Brazil*
Paula Campelo *IDG Brazil*
Dan Timberlake *IDC U.K.*
Alexander Stuart *IDC*
Jun Chen *IDC*
John Topping *Computerworld*
Annette Berg *IDC Nordic (Denmark)*
Stacy Cowley *IDG News Service*
Shaun Budka *Network World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

Rich Mikita, ITworld.com senior vice president, strategic operations, has been promoted to chief operating officer. His responsibilities will include product development, process and project management, as well as the critical aspects of engineering and client services. He will also further develop the ITwebcast Broadband Interactive Marketing Platform and the suite of services that support it. "Rich has been tremendously important to the development of the ITworld brands and service offerings," said **Bill Reinstein**, president and CEO of ITworld. "He brings tremendous knowledge, skill and dedication to this role, and I am confident he will help us continue to refine and grow our services, as well as ensure that our customers remain satisfied and coming back for more." Mikita joined ITworld in August 1999, coming from the Meta Group where he was vice president of interactive publications. For most of the 12 years prior to joining the Meta Group, he designed and developed market research databases for various IDG business units. He designed Computerworld's Buyers Database and conceived Computerworld's Market MindShare studies. He also directed the development of Computerworld.com for nearly two years. Before joining Computerworld, he served as director of processor research at IDC.

New employees

Ann Harris joins Computerworld as director of sales and marketing in the Strategic Programs and Events Group. Previously she was with Public Interactive in Boston where she directed sales and e-commerce for an Internet company providing online content and application services to a national network of public broadcasting Web sites. Ann holds a B.A. from New York University. Outside the office, she sings first soprano with the Brookline (Mass.) Chorus and autumn weekends helps out at her family's apple orchard — Autumn Hills Orchard in Groton, Mass. — to which she invites all area IDG employees to "come pick your own!"

Mark Uehling has signed on as senior science editor at *Bio•IT World* in Framingham, Mass. Previously a freelance science writer and editor based in Chicago, Mark holds a B.A. in history from Carleton College in Northfield, Minn.,and a master's degree in journalism from Columbia University in New York. Outside the office, his interests include history, backpacking and yoga.

Emilie Ingram has joined IDC's Mountain View, Calif., office as a senior client service representative. Most recently she was a program manager at Egghead.com, Inc. A graduate of McGill University with a B.A. in political science, Emilie enjoys travel and languages (French, Spanish and Portuguese).

Mikita

Uehling

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

celebrating 10!

Name
Shao Xianhua

Home
Beijing

Joined IDG
February 1988

Career path since joining IDG
February-September 1988, reporter and editor, *China Computerworld*; September 1988-September 1997, manager of customers, Advertising Department, *China Computerworld*; September 1997-2000; director, Advertising Department, *CEO & CIO*; 2000-present, director of Advertising Department and vice president, *CEO & CIO*.

Current title
Director of Advertising Department and vice president of *CEO & CIO*. I am in charge of marketing, circulation and advertisement for the magazine.

Most challenging part of your job
My major was electronics and then I shifted to the computer field. *CEO & CIO* is a big challenge for me, because it is the first magazine focusing on managers in all fields, not just IT.

Career highlight
When I was in the Advertising Department of *China Computerworld*, I achieved the highest profits for the newspaper.

Of what accomplishment at work are you most proud?
At the very beginning of the founding of *CEO & CIO*, our goal was to break even after three years. By the end of the third year, we had made a profit thanks to the efforts of the entire staff. I feel proud to run a magazine like ours.

What's kept you at IDG for 10 years?
IDG is the first foreign company that entered the Chinese media market with the U.S. mode of operation. It served as an example to Chinese media that newspapers and magazines could earn a lot of money if managed in the correct way. I have learned a lot from IDG, and the company provides me with many opportunities.

Best way someone could compliment you on your work?
I devote all of myself to my work. Customers consider me to be their friend. They often give me great support whenever I need them in my work. Thus, I have more opportunities on the path to success.

Family
My husband Zhuang Qinsheng and I have an 18-year-old daughter Zhuang Xiaodan.

IDG Chairman ***Pat McGovern*** *recently escorted* ***Shao Xianhua*** *of China Computerworld Publishing and Service Co.'s CEO & CIO magazine to lunch in honor of her 10 years of service to the company.*

Work goal
There are many young staff members at our magazine, I would like to give them more opportunities to achieve success.

What you'd grab if your house were on fire?
My daughter.

If you won the lottery tomorrow, you would
Donate the money to welfare institutes or environmental protection organizations.

Your idea of a perfect day alone?
Reading books.

Retirement dreams?
I will be engaged in public welfare.

Manager's profile
"Shao Xianhua has worked for the Advertising Department of *China Computerworld* for 10 years. She is diligent and conscientious and has done a great deal of creative work in establishing good relationships with clients and achieves remarkable sales volume. She was appointed director of the Advertising Department when *CEO & CIO* magazine was founded in 1998. A year later, she was promoted to vice president of marketing. Ad sales of the new magazine were very successful thanks to her experience and her excellent relationships with customers. Sales volume continued to grow in the following three years, and by the third year (2000), the magazine was profitable. The staff of the whole magazine is proud of her and the Advertising Department under her leadership."

— *Wang Chao, president, CEO & CIO*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Kerstin Funk *IDG Magazine Verlag*
Karen Ren *IDG China*
Brooke Selby *IDG World Expo*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

15 APRIL 2002
VOLUME 32, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Despite current challenges, Conlin upbeat about IDG's future

East Coast Briefing to be followed by event on West Coast, Webcast

> *"Not to diminish or trivialize the recent pain, but our hand remains strong."*
>
> *— Kelly Conlin*

IDG WORLD UPDATE

*"A relentless focus on driving profitability is the shared goal we can all work toward," IDG President & CEO **Kelly Conlin** told employees last week.*

Acknowledging that the past 18 to 24 months have been extraordinarily tough ones for IDG, company President & CEO **Kelly Conlin** nonetheless sought to put that observation in a reassuring context for the 400-plus employees who last week packed a hotel meeting room in Framingham, Mass., for the annual IDG Employee Briefing. (The briefing will be held again on the West Coast at the end of the month and will be available in Webcast format on IDG Central for all employees shortly.)

Beginning the meeting by noting that IDG is in the fortunate position of serving customers who are leaders in driving an industry that continues to grow in size and importance, Conlin noted that IDG's primary challenge is making sure that, despite the current downturn, our products remain the most trusted and relevant sources of guidance to customers navigating through a volatile, uncertain market.

Despite the dramatic cutbacks in IT ad spending across the industry, which Conlin attributed in large part to skeptical vendors once again questioning the value of advertising in the wake of the dot-com crash, Conlin emphasized IDG's long-term history of success through many market swings —

continued on page 4

Directions showcases depth, breadth of IDC's research

DIRECTIONS 2002
IT Leadership for the Rebound
IDC
Analyze the Future
IDG WORLD UPDATE

*IDC Director of Marketing **Sandra Kowalski** delivered opening remarks and Chief Research Officer **John Gantz** provided the morning's keynote address at Directions 2002.*

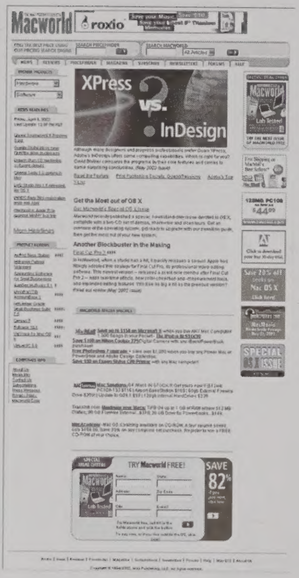
With the computer industry eagerly awaiting a new post-recession era, IDC showed vendors, financial analysts and other clients and prospects what to expect from the IT market during its recent Directions conference in Boston (March 20) and April 3 (San Jose, Calif.). "Directions 2002: IT Leadership for the Rebound" had a combined attendance of more than 2,000.

The 37th edition of IDC's venerable briefing session showcased the company's research depth and breadth, with analysts making presentations and moderating panels at more than 30 workshops encompassing special-interest subjects as well as six tracks: Wireless Solutions (new this year), Enterprise Infrastructure, Personal Solutions, Software, Communications and Services.

The new Research Pavilion was a big hit with attendees and IDC staff alike, providing a common area for attendees to congregate and gain a better appreciation of the extent of IDC's offerings in

continued on page 5

Macworld introduces new print, Web designs

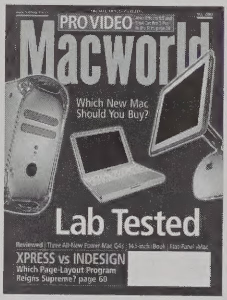


The new Macworld site is "much, much simpler" than its previous incarnation, said Macworld Editor ***Jason Snell.***

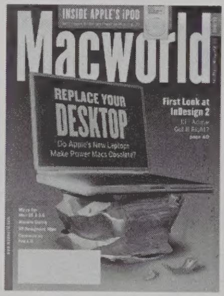
Is less really more? Not at the recently redesigned *Macworld*.

Editor **Jason Snell** said magazine was last redesigned in the summer of 2000 "at the height of the iMac mania, and we created a design that was geared for the iMac style, including expansive use of white space." He said, however, that despite the popularity of the iMac, readers expected *Macworld* to be a dense publication full of in-depth reviews, news and how-to content. "The 2000 design simply didn't give us the density required by our readers," Snell said.

The San Francisco-based monthly hired Paul Carpenter, an Austin, Tex.-based magazine and Web site designer, for the redesign. Snell said the process took "a relatively short and remarkably smooth" six months to complete, and the new look debuted in February.


PRO VIDEO
Macworld
Which New Mac Should You Buy?
Lab Tested
XPRESS vs INDESIGN
Which Page-Layout Program Reigns Supreme? page 60

The new May cover.



The old cover in January.

Snell said the editors had been doing some tinkering with the magazine prior to the redesign, such as returning the editor-in-chief's column. Carpenter's biggest design change was to increase the word counts of all articles, making a magazine with the same number of editorial pages as the previous month "feel remarkably more dense." The tinkering will continue, with more and timelier reviews that will get more products in the magazine, as well as a series of columns on hot products and a Reviews in Brief section that will let the editors rerate products that have been upgraded since their original review.

Carpenter also redesigned the Macworld Web site (www.macworld.com), which launched nearly simultaneously with magazine's new look. According to Snell, the site is "much, much simpler" than its previous incarnation, "which was designed at the height of dot-com madness when we anticipated a lot of original online content. The reality today is quality over quantity; we don't want to give all our magazine content away for free but showcase our best, key material." The site is updated nearly every day and the main home page is changed three times a week. Macworld's PriceFinder site (www.macworldpricefinder.com) has also adopted a template similar to the Macworld site.

Snell said reader response has been incredibly positive, "the most positive I've ever seen for a redesign in my eight years doing this. [There have been] very few complaints, massively outweighed by readers saying that this was just what they were looking for and that they were re-subscribing because they were so happy. In a culture where usually the only people who care to write are writing in to complain, it's been refreshing and gratifying."

For more information contact Jason Snell at jsnell@macworld.com.

German business units supply content to cebit.de

The Web site for the world's largest trade fair now features daily news and up-to-date IT information courtesy of several IDG sites, thanks to a media cooperation agreement between IDG Interactive GmbH in Munich and CeBIT's organizer, Deutsche Messe AG of Hannover.

In a year-long arrangement that began during CeBIT 2002 last month, links from the CeBIT site (www.cebit.de), lead to the original sources on pcwelt.de, macwelt.de, tecChannel.de and computerwoche.de. During the show last month, the video stream of the CeBIT channel aired a daily trade fair report. Deutsche Messe handled the technical implementation of the stream, while IDG editors produced the report, and tecChannel.de supplied background material covering various aspects of CeBIT. Visitors to the site could also access plans of the halls that could be downloaded to PDAs, and information about exhibitors and products was available, as well.

IDG Interactive Board Member **Stephan Scherzer** said the primary benefits of the agreement are further boosting IDG's image in the market and demonstrating the quality of its media products.

IDG earned the rights to collaborate with Deutsche Messe over competitors zdnet Germany, heise.de, chip.de and solicon.de.

Discussions are under way to determine the nature of the agreement post-CeBIT.

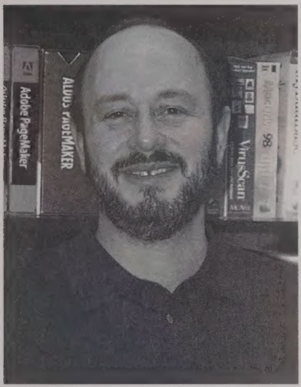
For more details contact Stephan Scherzer at stscherzer@idginteractive.de.

primer

back to basics

The IS/end-user relationship

***Morris Effron**, the vice president/IS at IDG International Publishing Services in Boston, is this week's guest columnist. Reach him at morris_effron@idg.com.*



Avoid these pitfalls

Top 3 mistakes IT staff make:

1. **Presumption of ignorance** — assuming that end users who aren't technically savvy aren't savvy altogether, and treating them accordingly.
2. **Over-engineering** — losing sight of when human intervention or interaction is more productive than automation.
3. **The rule of law** — thinking you can get users to do what they should (i.e. what you want) by fiat.

Top 3 mistakes end-users make:

1. **Presumption of omnipotence** — believing that IT staff can fix any problem immediately, quickly, and without any involvement on your part.
2. **My computer is my castle** — treating your computing tools as personal property which you can augment or neglect as you choose.
3. **Time mismanagement** — not allowing the time needed to resolve problems and maintain equipment.

Q How do you provide good IT support?

A The goal of IT support is to help your users make the best possible use of technology to do their jobs. This means several things. These days, people literally cannot do their job without a computer, so the first priority is to ensure that your folks have working computing tools at all times. When there's a problem with a workstation it has to be fixed quickly. If it can't be, then there has to be a backup machine that person can use in the interim. The same is true many times over for the IT infrastructure people rely on to do their jobs, as losing a T1 Internet link or a network printer affects everyone.

Good support also means anticipating problems and pre-empting them whenever possible. Routine maintenance of existing equipment is critical. Entropy is a law of computer use too — without countermeasures, a computer's performance will degrade over time to a state of total rest! You also have to be realistic about the increasingly short life of computing tools, and be alert to replacing aging equipment before it fails completely.

For people to make optimal use of technology you have to educate them about their computing tools. This not only enables them to be more efficient, but creates greater self-reliance and allows them to discover new uses of the technology.

Finally, good support is not just about maintaining the status quo, it's also about improving it. To that end, IT staff needs to constantly be on the lookout for new tools to do existing work more efficiently and opportunities to enhance the way we work.

So how do we get all these wonderful things to happen? A knowledgeable IT staff is important. Good systems for tracking problems, maintenance, etc. are important. Top management's commitment to technology investment and training is important. But at the end of the day, IT support is a person-to-person, not man-machine, interaction. And that, (IMHO), makes relationships and communication between IT staff and users the sine qua non of good IT support.

Q What can IT staff do to make the end-user/IT relationship most productive?

A I'm always perplexed when I receive marketing literature for IT management and support systems that proclaims "never touch a user desktop again!" Certainly in large organizations, and in times when we're all trying to do more with less, you have to maximize the efficiency of your support staff. However, seeking to eliminate direct, face-to-face contact with end-users is a bad mistake. Direct, personal contact between IT staff and users is essential to building the bonds that support collaboration. IT staff must make the effort to address user needs in person when practical, in order to get to know their users as people, and convey the message that the person, and their need, matters. It seems obvious that a little personal contact goes a long way, but sometimes the dazzle of virtual communication can blind us to this truth.

Such personal contact is a key ingredient of the real bedrock of the IT support relationship: users must have confidence and trust in IT staff. They must be confident that the IT staff knows what it's doing, and trust that when the IT staff tells them something, they can rely on it. This core requirement makes it essential that IT staff not only get the job done, but pay attention to how they get the job done. Don't experiment on your users; experiment in the IT lab and bring the user the solution. Test solutions carefully before delivery. Don't make unrealistically short, or unreasonably long, turnaround commitments. These practices are all common knowledge in IT, and yet it's surprising how often they're forsaken, and how damaging such mistakes can be to support relationships.

Then there's that all-important dynamic of human relations, communication. There's a lot to say, and a lot that's been said, about how to communicate effectively, and it certainly is a critical IT support skill. One point I would particularly emphasize in IT communications is to not only tell users what, but to tell them why. For example, I think users sometimes ignore IT policies and maintenance because they appear as edicts rather than reasonable needs. A little explanation of why you shouldn't load that file-swapping program or ignore defragging your hard drive can go a long way. Clearly explanations are not the only policy support needed, but it's an often overlooked start.

Q What can end-users do to make the relationship most productive?

A Problem-solving is a pain-staking and time-consuming process. The first thing an IT person needs in order to work on a problem is the most complete information possible on the conditions that caused the problem. Users are sometimes understandably reluctant to admit to recent changes they've made to their system, but such full disclosure is absolutely essential if the trouble-shooting is to succeed. Further, the more detail a user can provide up front on what versions of software they're using, what error

continued on page 7

Employee briefing

continued from page 1

and IDG's consistency of mission, ownership and vision. Unlike employees at Ziff Davis, for example, IDG employees don't wake up wondering who will be the company's next owner, he said. Nor has IDG put all its eggs in the increasingly fragile online-only basket as has CNET. And, the company continues to be debt-free. "Not to diminish or trivialize the recent pain, but our hand remains strong," Conlin said. "I continue to believe in our company, our culture, our market, our products, our brands and most of all, the creativity and talent of our people around the world."

IDG WORLD UPDATE

More than 400 Boston-area employees were on hand last week as IDG President & CEO **Kelly Conlin** described the outlook for the future.

Quoting IDC figures, Conlin noted that worldwide IT spending reached $6 trillion in the past 40 years; in the next nine years that number will reach $15 trillion. "This industry is only growing in importance, and IDG's influence and success can grow along with it," he said.

And while no one expects the market to come galloping back, Conlin said, cautioning that it is even likely that the technology sector will lag the recovery instead of lead it, he did note that "most people in the industry, including our own experts at IDC and the recent tech poll by *CIO*, believe the trough of this marketplace is behind us."

> *"Most people in the industry, including our own experts at IDC and the recent tech poll by CIO, believe the trough of this marketplace is behind us."*
>
> *— Kelly Conlin*

Conlin said heeding three key lessons learned over the years will ensure IDG continues to lead the IT information services market.

- **IDG has unique leverage.** Any company can launch a publication. Any company can launch a show. "But only IDG can take a market like bio-IT and surround it with events, publications, research and online products and then replicate those around the world."
- **Vertical markets equal new customers.** IDG must continue to identify and target promising new markets he said, pointing out that "fully half the exhibitors at last month's BioITWorld expo had never done business with IDG before."
- **More specificity means more value.** "We want to be in the business of providing information our customers need to know, not information that is nice to know," Conlin said. He noted the extent to which IDG's editors and analysts garner more media citations than any other company, noting that this is just one indication of the influence of IDG's experts and the trust the industry places in them.

Conlin spent the second half of the meeting addressing questions from employees. Among the responses to questions he was asked:

- IDG has no plans to participate in the public markets.
- IDG remains committed to its core value of decentralization. That said, many business units are exploring ways to work together to share information, tools and resources where it makes sense. One example is the lead-generation system developed by *Network World* that will be used by the other U.S. enterprise publications.
- IDG will announce this month plans for a new publication, *CSO*, targeting the increasingly high-profile chief security officer.
- IDG can successfully negotiate the inevitable consolidations in the IT markets by remaining sensitive to the market and seizing opportunities to launch products and services as they become available.

"The period from 1998 to 2000 was witness to unprecedented growth in the public markets. In retrospect it is clear that many companies' market value got caught in the updraft fueled by the speculative dot-com bubble," Conlin said. "For example, IDG's valuation increased 63% between 1998 and 2000. When the market corrected, it came at the same time as the slowdown in tech spending, and the dramatic fall in tech advertising. So we had declines in revenue and profit at the same time that the Nasdaq dropped 58%.

"While we can't control the market — or predict where the Nasdaq will be months from now — we can influence our revenue and profits, and since our profit levels are the single biggest contributor to IDG's ESOP value, our relentless focus on driving profitabiliy is the shared goal we can all work toward. Our talented entrepreneurs around the globe are experts at exploiting the next big thing." WU

Directions 2002 worldwide

There will be 18 Directions conferences held in 2002. In addition to the five events held to date, remaining events include:

April 15
Beijing

April 17
Hong Kong

April 19
Singapore

April 23
Selangor, Malaysia

April 30
Sydney

May 2
Auckland

May 7
Taipei

May 10
Seoul, Korea

May 14
Tokyo

May
Taiwan

Sept.
Caracas
Bogota

Oct.
São Paulo

For details search the events section of www.idc.com.

Directions

continued from page 1

terms of technologies, markets and geographic regions. Dozens of analysts took turns explaining products and demonstrating online services at large tables featuring 10 research specialties. There was also a meeting area with refreshments where attendees could arrange one-on-one meetings with analysts or salespeople. Directions co-sponsors *InfoWorld*, *Computerworld* and *PC World* each had publications on display there, as well.

This year's event was a collaborative effort between IDC Corporate Marketing and, for the first time, IDC's U.S. Conference Group. "Given that **Sandra** [**Kowalski**, IDC's director of marketing] and I were both new to Directions this year, we had a great opportunity to re-examine every part of the event" said Vice President, U.S. Conference Group **Elisa van Dam**, adding that the new Directions features were the result of brainstorming sessions with their respective teams, clients, analysts, salespeople and IDC executives. "Everyone was very focused on the goals of Directions, which included advancing the sales cycle and bringing in attendees who haven't traditionally joined us," she said. IDC diversified its marketing approach to attract non-clients by broadening it from a direct mail focus to include Web site promotions, cooperative marketing programs with distribution partners, PR campaigns and e-mail campaigns.

One of the changes involved reducing the number of speakers in the opening general session so that attendees had more time to get right into the track sessions. After Kowalski's opening remarks, Chief Research Officer **John Gantz**, spoke about transitions that will follow economic recovery, pointing out particularly high-growth opportunities in the mobile and wireless arena, new computing architectures, security and business integration. While there are barely a few hundred thousand mobile e-banking customers in the U.S. now, for example, IDC estimates that number will climb to four million by 2005.

MARKETING
AND WEB
VICES

IDG WORLD UPDATE

Vice President, Internet and eCommerce Strategies ***Rick Villars*** *(right) talks to an attendee at the Research Pavilion.*

ASIA / PACIFIC
COMMUNICATIONS
SERVICES
HARDWARE

IDG WORLD UPDATE

The new Research Pavilion enabled customers to mingle with analysts and salepeople and arrange one-on-one meetings.

Gantz said that while the "FUD factor" (Fear, Uncertainty and Doubt) is still present in the minds of vendors' customers due to the dot-com crash and global recession, the decline in the IT industry and Sept. 11, the FUD factor antidote vendors must keep in mind is reliability, availability and service. Those leadership qualities, according to a survey of IDC analysts worldwide, are far more important today than price competitiveness and brand. He assured the audience that IDC believes the rebound has started and more than 10 years of prosperity lie ahead, and those new leadership requirements will create positive market changes.

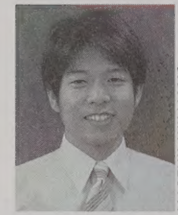
Lester Thurow, professor of management and economics at MIT, talked about his vision of economic recovery during the closing general session in Boston and San Jose.

"Overall, this year's Directions was as successful as any I've been to," said Senior Vice President of Sales **Don Best**, an 18-year IDC veteran. "Coming out of the downturn, customers know that hard data and insightful analysis on key sectors of the IT industry are critical elements to their business plans, and IDC's Directions is the one place to get it all."

In keeping with a tradition that has benefited several charities over the past few years, IDC contributed $5 per returned evaluation to the American Cancer Society for a total donation of more than $2,250.

For more information contact Elisa van Dam at evandam@idc.com or Sandra Kowalski at skowalski@idc.com.

noteworthy people


MARTYN WILLIAMS

Ooi

IDG WORLD UPDATE

Kamoroff

IDG WORLD UPDATE

Johnson

New employees

Keiji Ooi joins IDG Japan's Finance and Administration department as a staff accountant. He was previously accounting manager at Caldera K. K. He holds a degree in economics from Rikkyo University and enjoys tennis, skiing and arena sports.

Arthur Cole has joined IDG U.K. as an advertising production controller. He was most recently a junior Mac operator for The Facilities Group. Art has a B.A. in scriptwriting film/TV from Bournemouth University in Dorset, England. In his spare time he's a guitarist and songwriter for an indie band called Smallville Flash (www.smallvilleflash.com).

Et cetera

Congratulations to *PC World* Assistant Art Director **Beth Kamoroff**, along with illustrator Edwin Fotheringham, for the opening art to "Who Knew Windows Could Do That?" in the August 2001 issue of *PC World*, which will be included in American Illustration's Juried Competition. "American Illustration is in its 21st year of running the competiton, and we've only been included once before, for March 1998's "Windows Headaches," said *PCW* Creative Director **Robert Kanes**. "Representing the best images of 2001, this year's competition drew more than 6,000 entries. American Illustration has always been the competition of record for illustrators and the art directors who assign them, and it's indeed an honor to be included."

Computerworld Editor-in-chief **Maryfran Johnson** was recognized by her alma mater, the University of Florida, as one of six 2002 Alumnae of Distinction of the College of Journalism and Communications. This month, Johnson, a 1978 alumna of the college, which has graduated more than 20,000 students, joined 74 other journalism alumni so honored since 1970. Other journalism alumni honored this year include a recently retired Washington, D.C., bureau chief of the *Christian Science Monitor*; a military affairs correspondent for CNN at the Pentagon; the COO of the American Cancer Society in Atlanta; and the chief of the office of field operations for the U.S. Customs Service.

IDC Argentina Analyst **Matias Berardi** has been selected to visit IDC Latin America's Miami headquarters for a week to discuss with the regional analysts the Argentine economic crisis and its effects on the region and develop a bulletin for distribution to clients. He also plans to meet with clients in Miami to discuss market trends in Argentina. IDC Latin America has sponsored a mini-version of IDC's Global Fellowship program for the past two years, enabling one country analyst annually to enhance their working relationships with fellow analysts and to better understand regional processes.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

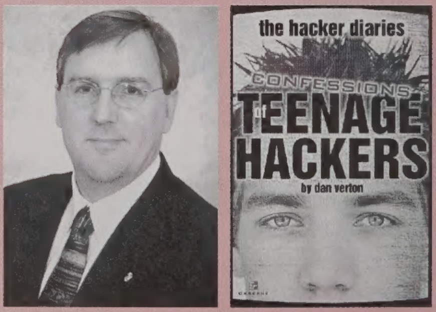
CW's Dan Verton offers readers a look at what makes teenage hackers tick

If you've ever wondered what goes on in the mind of a teenage hacker, *Computerworld* Senior Writer **Dan Verton** has written just the book for you. *The Hacker Diaries: Confessions of Teenage Hackers* is the result of six months of research and interviews with more than 14 hackers, criminal psychologists, law enforcement officials, and FBI agents involved in the first-ever undercover operation to penetrate the hacker underground.

A former reporter with *Federal Computer Week* (once owned by IDG), Verton has been covering IT security and national defense topics since he joined that publication in 1996. Although writing about hacker incidents had been a central part of his beat, Verton discovered that the topic of teenage hacker activity, particularly their motivations and life circumstances, had never been explored in detail.

Verton spent countless late-night hours (hacker hours, or "vampire hours" as he calls them) during a four-month period pretending to be a teenage hacker. Hanging out on the various Internet Relay Chat channels where hackers tend to congregate, Verton was able to penetrate their world and gain unique insights into their lives and their reasons for doing what they do.

Among the many stereotypes Verton exposes is just who the average hacker is. "They are not all the awkward social misfits that we read about in the news all of the time," he said. "In fact, if you want to know what the average teenage hacker looks like, just take a walk through your local mall. The hackers are probably the ones processing your credit cards at your favorite store. Or you can go to your local grocery store. The teen hackers are the ones bagging your groceries. Some of them now also work for banks and major IT security companies and nobody realizes it. Others are the gang members that most people assume don't have the smarts or the education to hack."



Computerworld Senior Writer ***Dan Verton***

The book, Verton's first, is published by McGraw-Hill/Osborne.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

16

Norma Tamburrino *Computerworld*

15

Jodie Naze *ITworld.com*

14

Gabriele Arioli *IDG Italy*

12

M. Rosa Rodriguez *IDG Spain*

11

Chip Zaborowski *IDG Global Solutions*

10

Derek Slater *CXO Media*
Christopher Willard *IDC*

8

Patricia Peng *Computerworld Singapore*

7

Ron Gibson *IDG Central Services*

6

Satoshi Yoshida *IDG Japan*

5

Paolo Lombardi *IDG Italy*
Yoshiko Mimura *IDG Japan*

4

Waltraud Wagner *IDG Germany*
Daniel Behrens *IDG Germany*
Kim Crowley *PC Advisor*
Mariaelena Quale *PC World*
Daniel Cardamone *IDC*
Cheryl Quinn *IT World Canada*

3

John Fontana *Network World*
Maro Eremyan *Network World*
Newt Bailey *PC World*
Yoshiki Kuwahara *IDG Japan*

2

Kim Harris *CXO Media*
Manuela Eue *IDG Germany*
Robert Seitz *IDG Germany*
Tina Pang *Computerworld Singapore*
Margherita Bertoncelli *IDG Italy*
Bill Cappel *IDG.net*
Jennifer Orr *IDG.net*
Jason Spaulding *IDC*
Brian Sullivan *Computerworld*
Justin Khaksar *IDG Global Solutions U.K.*
Jennifer Bobrin *IDG World Expo*
Kathryn Meyers *ITworld.com*

1

May Khoo *IDC Malaysia*
Dylan DiGregario *CXO Media*
Kristin Nystrom *CXO Media*
Klaus Stensbjerg Jensen *IDG Denmark*
James Weir *IDC U.K.*
Willis North *IDC*
Gregory Ireland *IDC*
Sandra Kowalski *IDC*
Sumner Lemon *IDG News Service*
Jeffrey Dickerson *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New IDC Spain address

IDC Spain
Fortuny 18, Planta 5
28010 – Madrid
Spain
Tel: 34-91-787-2150

GamePro moves to Oakland

IDG Games Media Group
555 12th Street
Suite 1100
Oakland, CA 94607-4022

Tel: 510-768-2700
Fax: 510-768-2701

Vacation houses for rent

Vacation houses for rent are just some of the classified ads on IDG World Update Online's Marketplace section (www.idgworldupdate.com). Go online to see more details!

Maine house near Acadia

Experience island living on Great Cranberry Island near the heart of Acadia National Park in Maine. The island is a 20-minute ferry ride from beautiful Northeast Harbor. This cozy, 4-bedroom (plus loft), one-bath house with stove/fireplace includes the use of a car on the island. House is equipped with washer/dryer. Summer/fall rentals.

Contact Elsa or Peter Comiskey at tel: 508-785-0868 or contact Nicole Comiskey at ncomiskey@idc.com

Southern Maine Beach House

Two-bedroom beach house for rent on beautiful, white sand beach at Pine Point, Scarborough, Me., two hours from Boston. Available June through September, $900 per week. Call Tom or Cindy Field at 603-772-0031. See the Web site at http://hometown.aol.com/ourbeachhome/beach.html

California beach home

Rental of a fully furnished 3-bedroom, 2-bath home located in Aptos, Calif. Five-minute walk to beach. Located next to Seacliff State Park.
Rates from Memorial Day through Labor Day.
Weekly: (Saturday to Saturday) $975. Daily: $145. (Two-night minimum). Rates after Labor Day to Memorial Day (great weather months in Aptos) daily: $145. (Two-night minimum).
Weekly: $795. For rental information call Jo Ann Seal at: tel: 408-255-0221 Or e-mail pitypatric@aol.com.

Primer

continued from page 3

they got, and what exactly they were doing when the error occurred, the faster the IT support person will be able to tackle the problem.

The second thing an IT person needs to solve a problem is time, and unfortunately that often involves the user's time as well, especially if they're not in the same office. IT diagnostics are a lot like medical diagnostics — you perform a series of tests to rule out possible causes and identify the root cause. This takes time, and users need to allow for that time, and if necessary, contribute their time as well. The same medical analogy applies to machine maintenance. Like going to the gym it's not fun, and it takes time, but you need to make time for it. True, you won't die young if you don't defrag, but your computer may.

These debilitating time demands coupled with onerous and restrictive IT policies can sometimes lead users to see IT staff as the enemy. Do not fall into this trap! Believe it or not the IT folks really do want you to succeed, and they're doing these things in an effort to keep you, and everyone in the organization, running. So resist the temptation to personalize your frustration with a recalcitrant machine or technology in general, and join arms with the IT staff to fight the ghost in the machine together.

celebrating 10!

Name
Monica Capuzzi

Home
Milan

Joined IDG Italy
February 1990 as a clerk.

Current title
Senior administrative assistant; my job involves contacting our suppliers, handling the invoices and expense tracking and recording.

Best part of your job
Preparing the monthly financial reports.

Greatest accomplishment
Becoming mother five years ago was definitely the greatest experience of my life.

I joined IDG because
I wanted to enter the field of computer science.

What's kept you at IDG for 10 years?
The youthful environment and friendly colleagues.

Best piece of advice you've ever received?
"Never change the way you work."

Person from whom you've learned the most about leadership?
[IDG Italy Finance Controller] **Claudio Ceriani**.

Interests outside the office
Sports (basketball, swimming, skating), my family.

Family
My husband Enrico and my daughter Chiara, who is five years old.

Favorite Web site
I enjoy sites that deal with health and news.

Dream destination
Polynesia.

Fantasy job
I would like to open a business with my husband that involves selling computers.

What is the last good deed you did?
I made a donation to an organization that takes care of African children in need.

What is the most difficult decision you ever had to make?
Asking to change my job from full time to part time was quite hard as, financially, I could not really afford it, but it was essential for some health reasons.

IDG Italy's ***Monica Capuzzi*** *joined* ***IDG Chairman Pat McGovern*** *for lunch in honor of her 10-plus years of service.*

As a kid, what did you want to be when you grew up?
A hairdresser.

First job?
Switchboard operator at age 17.

Your idea of a perfect day alone?
To completely relax.

One possession you'd grab if your house were on fire?
My cat Lea.

What disc is in your CD player right now?
Enya (new-age music).

What book is on your nightstand?
All the books written by Ken Follett.

Favorite vacation spot?
Anywhere involving the sea or the mountains.

If you won the lottery tomorrow, you would
I would organize a trip to Polynesia or Finland and then I would buy a larger house.

Manager's profile
"Monica is definitely a star in the administration department at IDG Italy. During the years she has been able to play all the roles in the office, learning quickly every new job she has been required to do. She is a great asset to the group, her accuracy and devotion to work have been models for her colleagues, and her contributions are essential to the good results of the department."

— *IDG Italy Finance Controller Claudio Ceriani*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Sharon Cordesse *Mac Publishing*
Kerstin Funk *IDG Interactive*
Sophie Pietras *IDG Italy*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

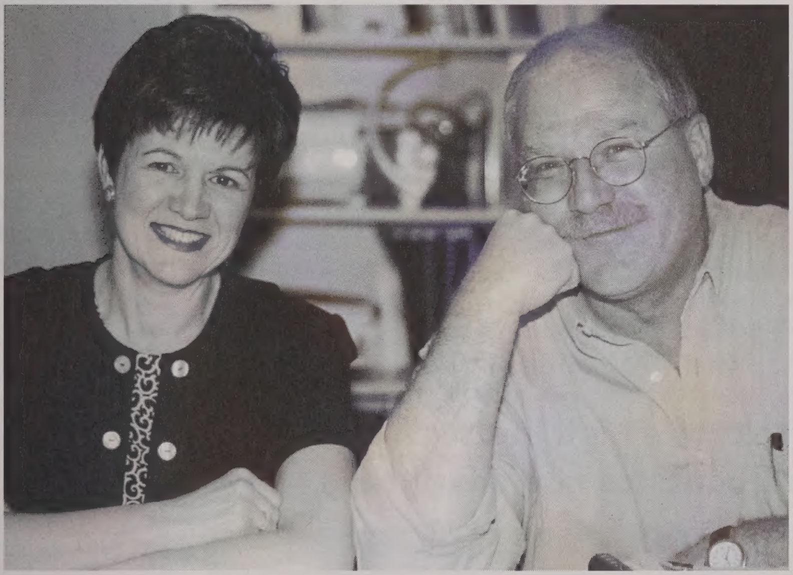
22 APRIL 2002
VOLUME 32, NUMBER 14

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Knowledge Centers show value of print/online integration

CW readers have place on the Web they can go to "get smart" about a particular topic



IDG WORLD UPDATE

*Computerworld Editor-in-chief **Maryfran Johnson** and Director of Online and Design **Tom Monahan** have a full slate of Knowledge Centers planned for 2002. Some sponsorships have sold out months in advance.*

When Computerworld launched its first Knowledge Center last July, it marked the culmination of a months-long campaign by **Tom Monahan**, director of online and design, to fundamentally change the way editors at the Framingham, Mass.-based weekly integrate print and online content. And nine months later, readers and advertisers are voting their approval with their mouse buttons and their dollars.

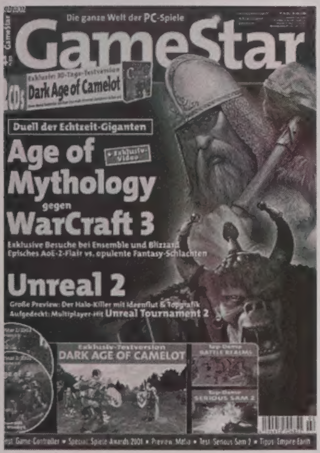
"For years, print people had been giving little more than lip service to the Web, continuing to believe that you put your best stuff in print and whatever won't fit goes on the Web," Monahan explained. "There just wasn't a real commitment to providing the same quality of experience on the Web as we've always done in print."

At the same time, there was growing evidence that reading habits were beginning to change online. "The conventional wisdom at the time was that people browsed online but when it came time for in-depth research, they turned to print," noted *Computerworld* Editor-in-chief **Maryfran Johnson**. "But some focus groups we did in January 2001 really drove home the point to us that our readers were browsing in print and searching very specifi-

continued on page 4

Enhanced services lure subscribers to GameStar.de

Fast servers and multiplayer broadcasts are among new options



GameStar is Germany's leading PC games title with a total paid circulation of 320,000.

As a way to give games enthusiasts more intriguing options on the Web and boost company revenues in the process, IDG Entertainment Verlag introduced a premium subscription service last month for its PC games site, GameStar.de.

For three euros (US$2.62) a month – or two euros ($1.75) for *GameStar* subscribers – users can gain access to wide array of new features. Users can, for example:

- Access fast servers set up at the IDG Entertainment Verlag office in Munich and find out which games are currently running (there are at least 15 at a time). They can see how many other players are on a game, view the matchmaking service to select which players to compete against and participate as long as they own that game personally. With multiplayer games, fast servers are very important to maximize the game's performance potential.
- Create a personalized home page on the site that automatically loads the latest information on their favorite game: the latest articles, news and downloads, reviews, demos and tips and tricks, as well as the latest news on their chosen topics, such as Action Games or Multiplayer Games.
- Create "business cards" complete with photos of themselves and facts such as their home city, hobbies, favorite games and hardware configuration. Premium users can view the business cards, search for like-minded players and contact them via e-mail to set up matches and trade playing strategies.
- View multiplayer broadcasts. Using a program called Half-Life TV, premium users can watch other

continued on page 6

in brief newsworthy

Computerworld, Network World Italia co-host security conference

IDG Italy's *Computerworld* and *Network World* titles collaborated in February for the second Town Meeting Conference, this one focused on wireless and mobile technologies and solutions for business.

IBM, Alcatel and Agilent signed on as sponsors for the profitable one-day event in Milan, which drew more than 200 information and communication technology managers, security and network managers, system engineers, CIOs, CEOs and other top executives of medium- to large-size companies.

IDC Italy Research Manager ***Alessandro Lorenzelli*** *delivers his presentation. Seated, from left, are Network World Italia Editor-in-chief* ***Alessandro Degli Occhi****, IBM Italia's Marco Vantellini and University of Milan Researcher Professor Antonio Capone.*

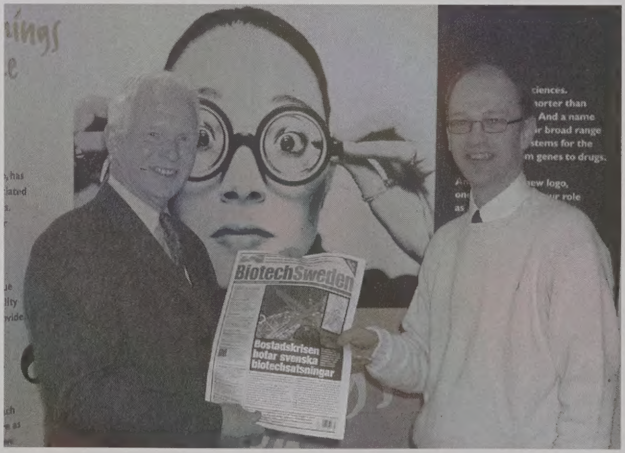
Network World Editor-in-chief **Alessandro Degli Occhi** chaired the conference, which featured six speakers, including IDC Italy Research Manager/Telecommunication and Internet **Alessandro Lorenzelli**. The first half of the day served as a tutorial on second- and third- generation radio-mobile technologies (GPRS, EDGE, UMTS) and wireless local connections (wireless LAN, Bluetooth), while the second half featured the sponsors presenting case studies of integrating the technologies. The town meetings serve not only as a way to educate readers and customers onsite but provide *Computerworld Italia* and *Network World Italia* with ideas for in-depth articles on the topics of greatest interest

More Town Meetings are scheduled on IT expenditures for small- to medium-size enterprises (June 19) and security (September). For more information, contact Publisher **Sergio Rizzi** at sergio_rizzi@idg.it or Marketing Director **Enrico Pedroni** at enrico_pedroni@idg.it. WU

First *Biotech Sweden* receives high praise from biotech industry; staff educates new advertisers

Biotech Sweden debuted April 9 with an initial print run of 27,000 and a subsequent controlled circulation of 20,000. The first issue set an IDG Sweden record for the highest ad/edit ratio (more than 40% ads) of any of the company's launches.

Readers and advertisers welcomed the magazine's broad perspective on the life sciences/biotechnology market. In the months before launch, however, *Biotech Sweden* staff found that Swedish biotech companies were not as ad-savvy as the IT companies. "We discovered that we have to educate them in the busines model of a trade publication and what market opportunities it can give advertisers," said Editor **Jan Sandred**.



Biotech Sweden Editor ***Jan Sandred*** *(right) gives a copy of the launch issue to Amersham Biosciences Executive Vice President/Proteomics Lars-Eric Utterman, one of 15 members of the publication's advisory board. Board members helped distribute copies of the first issue within their companies and organizations.*

As a result, IDG Sweden hosted the first "Founders Club" dinner on April 16 as a way to attract new advertisers to new publications. Marketing staff from biotech or related companies met more experienced peers from other businesses to exchange ideas and ask questions. IDG Sweden staff presented the *Biotech Sweden* concept and how it serves the market. Another dinner is planned for September.

For details contact Jan Sandred at jan@crealog.net. WU

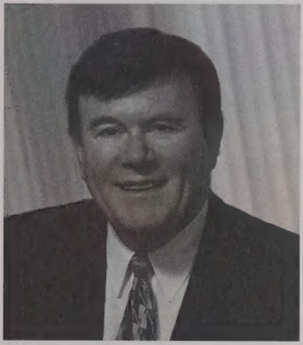
Short takes

- **IDC continues to top its rivals in media mentions** in the U.S. trade and business press, according to Biz360 Inc. In the first quarter of 2002, IDC was cited 232 times in the IT trade press, leading Gartner Group (147) and Meta Group (92). In the business and trade press, IDC was cited 365 times, ahead of Forrester at 228.
- ***PC World Ecuador* celebrates its 10th anniversary** April 22 at a black-tie event in Quito for advertisers and friends.
- **IDC Chief Research Officer John Gantz presented highlights of a new study,** The IT Economic Impact on Local Economies, at Microsoft's invitation-only Government Leaders Conference on April 16. The study focuses on the benefits of IT in 28 countries.

executive Q and A

Pat McGovern

The chairman of IDG is this week's columnist. He may be reached at patmcgovern@idg.com.



"In our own field, I dislike to see our business units define their market size and share only against the companies making similar products. Rather, we should measure market size against the potential spending for the need that we are serving."

Q How do you interpret the trends in the IT market today?

A The changes going on now are consistent with the long-term trend of ever more targeted marketing. As the technology market grows in size, segments of the market become as large as the total market was five or 10 years ago. Therefore, vendors set up focused marketing programs for these new market sectors, and publications, Web sites, events, and marketing programs are established to serve these programs. For example, when *Computerworld* was started in 1967, the total IT market size was only $12 billion, and the only weekly news coverage of the computer field was in a weekly newspaper covering overall electronics technology. When microcomputers appeared in the first half of the 1970s and a new set of buyers were identified, we launched *InfoWorld* to service that emerging market when it was only $5 billion in size. And, when the IBM PC was launched in the early 1980s which attracted a new set of buyers, we launched *PC World* when the PC market size was only $3 billion a year. And, when networking products and services became a specific set with their own group of specialized buyers, we launched *Network World* when the market size was only $15 billion. And, most recently, when the market for IT in the life sciences field reached $8 billion, we launched *Bio·IT World*.

Now, targeted marketing is being accelerated by the availability of the Internet, which allows the profitable preparation and distribution of e-mail newsletters and news alerts on very specialized subjects like firewalls, network attached storage, CRM, etc. I am proud of the fact that IDG business units have been very proactive in participating in these trends, having launched hundreds of e-mail newsletters and news alerts.

The challenge that these business units have in moving to distributing their information via e-mail newsletters is that they typically have e-mail addresses for only a small percentage of the total number of people who use their information. For example, a publication such as *Computerworld* has five readers a copy, so if it mails 100,000 copies, it will have 500,000 readers for its publication. Also, such a publication can expect to have an additional 500,000 visitors to its Web site who do not regularly read its print publication. Therefore, it is serving 1 million users with useful information, but it may only have addresses for 100,000 of these people, those who subscribe to its print publication.

As clients wish to do target marketing to the select group of people within this 1 million information users population who have an interest in a specific technology, product, or application, these business units need to make available on their Web sites a broad array of free e-mail newsletters and news alerts covering every feasible special interest subject in their field of service. By consistently and creatively inviting people to sign up for these e-mail information services, they will be able to attract the greatest number of e-mail addresses from their total set of information users. Marketing experts now estimate that an e-mail address has an asset value of $50 per name and can generate $4 to $8 per year of profit through fees for the sponsorship of e-mail newsletters (the average subscriber signs up for four e-mail newsletters) and the use and rental of the e-mail list.

Q Why has advertising in the IT field dropped so dramatically?

A During the Internet bubble, many companies spent huge sums on advertising in the mass media, but they did not get many orders, and so many went out of business. These companies may have become well known to the general public, but they did not advertise to qualified buyers and, therefore, did not receive sales leads from people with a need for and a budget to buy their products.

As a result, many of the executives who head technology companies have become skeptical about whether investments in advertising provide an adequate return.

So, it is important to these clients that their advertising program includes a lead generation and sales measurement system to allow them to measure the return they are receiving.

A typical lead generation program includes print advertising that offers a white paper that can be downloaded from the URL listed in the ad, sponsorship of an e-mail newsletter or news alert, and sponsorship of a Webcast. E-mail newsletters sponsorships are better than e-mailings because many people will not give permission to have their e-mail addresses used for direct communications from advertisers. Therefore, the advertiser's message within an e-mail newsletter reaches a far broader coverage of the target market.

If clients wish, IDG business units can offer to do an e-mail or telephone survey of the leads received to find out what these people plan to buy, when they plan to buy, and how much they plan to spend. Then, a follow-on survey can be made in three to six

continued on page 7

Knowledge Centers

continued from page 1

cally online, and I don't believe many publications had even noticed."

Against this changing landscape, Monahan continued to lobby for Computerworld to more closely integrate its print and online offerings, elevate its readers' Web experience and create online resources that would aggregate Computerworld content into easy-to-access "information buckets" where Web readers could more readily find the information they need to educate themselves about topics relevant to their jobs.

"I think Tom was getting kind of frustrated with the bunch of us because we weren't seeing the connection — the integration possibilities between print and online — and what we would come to call these Knowledge Centers," Johnson said. "Then bang, it just hit us one day at the end of a long meeting that what Tom was trying to communicate was what print people think of as big in-depth special reports."

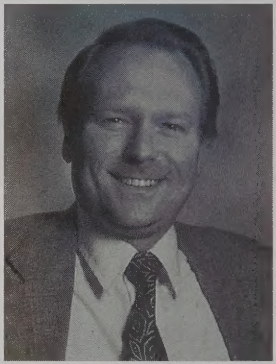
It was, as Johnson remembered, a real "aha!" moment. "We realized that we should be doing these in-depth special reports in a highly coordinated fashion both in print and online — encouraging our readers to turn to online for more material, and then luring them back again and again with targeted e-mail newsletters on the topic and so forth."

The editorial commitment to this new approach to print and online integration is reflected in numerous ways. Each month, one issue of *Computerworld* is devoted almost exclusively to coverage of a single technology topic. "With the exception of the news section at the front of the book, every story in the issue examines the topic from a different aspect," Johnson said. The Knowledge Center special reports, which average about 18 pages, contain a number of standing features: a career-oriented story; a tutorial called a QuickStudy; a story on how to get a business return on investment from the technology being covered; and a Field Report, which takes an in-depth look at the technology and the vendors from an IT manager's point of view.

In addition, the Knowledge Center reports have a product champion: 18-year *Computerworld* veteran **Mitch Betts** now serves as Knowledge Center director, assisted by Managing Editor **Ellen Fanning**. "I made sure Mitch had a group of our most talented editors and writers reporting to him, focused on features and on the Knowledge Centers, and I have tried to do everything in my editor-in-chief power to make the Knowledge Centers a top priority and a showcase for online/print integration," Johnson said.

"The stories in the special reports are distinctive. They have their own personality because they're ultra-practical," Betts explained. "They're loaded with how-to information, pitfalls to avoid and tips boxes. Plus, each print story has an online component, such as a sidebar or a Q&A that runs only on the site. Print readers see a QuickLink box that teases the online article and provides a short Web address for it."

The goal is to have a place on the Web where *Computerworld's* readers can go to "get smart" about a particular topic, Betts added. "We know that today's IT managers are doing a lot of their research on the Web. So the Knowledge Centers have topic-specific news headlines, online-only features, glossaries, white papers and research links."



Knowledge Center Director ***Mitch Betts*** *says Computerworld has enhanced the resource center concept by channeling large amounts of high-quality content to the site.*

And the Knowledge Centers are not static collections of stories. Thanks to a content tagging system used by editors and writers working in the Quark Publishing System on the print side, the content management system on the Web side searches for particular topics and key words and then pulls those stories into the appropriate Knowledge Center. "I don't claim that our Knowledge Centers are 100% unique," said Betts. "Many IT Web sites have 'resource centers' for particular topics. But Computerworld has taken the concept a big step further by regularly feeding those centers with a huge amount of high-quality content."

The Knowledge Centers are very popular with readers, routinely making the Top 15 list of the publication's Web site page views. "And our sales people have found them to be extremely attractive to advertisers because they know months in advance that we're doing a big blowout on storage or CRM or networking," Johnson said. "In fact, some of the Knowledge Centers are already sold out on sponsorships months before publication."

As a final point, Johnson noted, "The genesis of the Knowledge Centers provides a great lesson to editors about listening to other parts of the editorial operation. There are great ideas everywhere!"

Knowledge Center lingo

- **Knowledge Centers:** Big collections of online and print content to help IT managers "get smart" about particular IT topics.
- **QuickLink:** A short Web URL (using a document number) to help print readers find an online story without having to type a long, cumbersome URL.
- **QuickStudy:** A tutorial that defines and explains an IT buzzword or acronym.

Upcoming CW Knowledge Centers

- **May 20:** Application development, including Web services and enterprise application integration
- **June 17:** E-commerce
- **July 15:** Security, including business continuity and disaster recovery
- **August 19**: Web site management

Sept. 16: Network and systems management
Oct. 21: Storage management
Nov. 18: Hardware
Dec. 16: Mobile/Wireless

IDG

Week of April 22, 2002

Account Executive (Bio-IT)

Bio-ITWorld has an exciting opportunity for a talented and motivated sales professional to join a fast growing start-up. The Account Executive's initial responsibility will be to support the successful launch of 2 buyer's guides and additional ancillary products. In this position, you will be responsible for prospecting/cold calling new clients. This is an inside sales position with direct quota responsibility. Demonstrated closing skills and collaborative, creative problem-solving ideas are necessary. Must have computer industry knowledge with the ability to quickly learn the bio-IT field and 1-3 year's inside/ outside advertising sales experience. In addition, this person must have excellent communication, organizational, presentation and negotiation skills. ***Location: Framingham -MA***

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Publisher, CSO Magazine (CXO Media)

The Publisher will report to the CEO, CXO Media and be responsible for developing, directing and communicating all integrated advertising strategies for CSO Magazine (Chief Security Officer) and achieving overall sales revenue objectives with P&L oversight. The Publisher will recruit and manage department resources-including staff and budgets-and provide a strategic sense of mission to the sales force and leadership in building and maintaining working relationships both inside and outside the company. Candidates will have broad sales, marketing, editorial, circulation and production experience across many market categories. Ten years' sales management experience and successful track record of growing revenues is required. Candidates must possess comprehensive knowledge of the high tech and/or security markets, extensive contacts in the IT industry, start-up experience, excellent communication skills to motivate a sales team, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. ***Location: Framingham, MA***

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Regional Sales Manager, CSO Magazine (CXO Media) 2 positions

The Regional Sales Manager will report to the Publisher and be responsible for establishing an integrated advertising base for CSO Magazine (Chief Security Officer) focusing on the security industry. Specific responsibilities will include direct sales, developing effective sales presentations, support tools and forging new strategic alliances while maintaining and expanding client relationships with current customers. Five to seven years' sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech and/or security markets, extensive contacts in the broad IT industry, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients.

Location: Boston or NYC area/San Francisco area

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Sales Administrative Assistant (CXO)

CXO Media Inc. is looking for a high energy individual to provide sales administrative support to the Philadelphia, PA sales office and Regional Sales Manager. Responsibilities will include: administrative and sales support on behalf of the Regional Sales Manager including all customer records, issue closing reports and projections, customer contact and follow-up, lead generation through routine web and printed media research, and heavy agency/advertiser contact to assist with magazine closings and collection of insertion orders. This position will also be responsible for filing/coordination of sales materials, preparation of travel arrangements, expense reports, meeting coordination, database maintenance, electronic shared files, stocks & supplies, typing of general correspondence, proposals, and RFP's. Ideal candidate will have a customer service orientation, strong writing skills and attention to detail, proficient with Microsoft Word, Excel, PowerPoint, Lotus Notes, and 2-3 years of business experience. Strong administrative skills and the ability to work independently are essential. ***Location: Philadelphia – PA***

Contact: B. Senges, Fax: 508-875-4489, Email: bsenges@cxo.com

(CONT.)

Technical Support Intern (GCM)

IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified individual for the following position. Duties: The Technical Support Intern will assist with all software and hardware systems and system configurations which include upgrading, troubleshooting and fixing software and hardware problems on both PC and Mac systems and their peripherals for both desktop and laptop systems, including printers. Internship placements are 3 months in length and require a commitment of 15-20 hours per week. This is a non-paid position. Qualifications: Excellent knowledge of PC hardware and problem solving skills including knowledge of Windows 2000 is required. Interns must be self-motivated individuals who are interested and ready to focus on the development of their technical support skills as this position will provide the opportunity to obtain experience and training in the information technology field. Prior IT support experience is not required. This person should have demonstrated ability to be a team player and a willingness to lend a hand with any project. High level of initiative and dedication also required. ***Location: San Mateo – CA***

Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5700, Email: diana_garza@idg.com

Online Account Manager (ICI)

DG Communications is seeking an Account Manager to join the Interactive Sale team. The Account Manager is responsible for managing and growing a base of customers in a specific territory, with emphasis on developing major accounts. The Account Manager will sell multiple online products, including banners, newsletters, sponsorships, webcasts, etc., will prospect and identify new accounts, pursue and secure high level appointments, prepare expert proposals and close new business. The Account Manager will be expected to meet or exceed revenue and market share objectives. Requires 4+ years of media sales experience including previous on-line sales experience and knowledge of the IT and online industries. ***Location: East Coast***

Contact: J. Piper, Email: james_piper@idg.com

Technology Coordinator (IFW)

nfoWorld Media Group is seeking a Technology Coordinator to support our Chief Technology Officer. The ideal candidate must possess excellent communication and organizational skills, a strong customer service orientation, and a strong interest and substantial knowledge of the technology and media industries. You will serve as liaison between InfoWorld and IT vendors. Coordinate moves/changes/additions within the organization and other IDG business units as needed. Manage phone and telecomm accounts and contracts. Proactively troubleshoot account issues and cancel accounts as needed. Serve as point of contact for vendor-related issues. Other responsibilities include providing administrative support to the CTO, including organization of schedule and travel arrangements, processing weekly expense reports and phone bills. Requires an administrative background and/or 2 to 3 years of office experience. PC proficient and the ability to multi task a must. **Location: San Mateo – CA**

Contact: resumes@infoworld.com, Email: resumes@infoworld.com

Engineering Manager (IFW)

InfoWorld Media Group's Technology department has an opening for an Engineering Manager. Reporting to the CTO, the Engineering Manager directs a staff of software engineers in the development and testing of software for the production of the InfoWorld.com web site, internal business systems, and any other systems within the company for which original code must be written. The Engineering Manager leads the development team in developing the technical aspects of the front-end interface for InfoWorld.com, and also sets software schedules, lays out project parameters, monitors project tasks, creates testing plans, and drives quality assurance. The Engineering Manager enforces best practices in software development and overall architectural integrity of all software systems created and maintained by the Engineering staff. The Engineering Manager works closely with the CTO and other department heads in carrying out the strategic vision of InfoWorld's products and internal business systems. The Engineering Manager works closely with members of the Infrastructure group to make sure that proper backend infrastructure is in place for reliable product delivery, internally and externally. The Engineering Manager also communicates regularly with other departments about ongoing tactical issues associated with the day-to-day maintenance and support of InfoWorld's software systems.

This is a temporary to permanent position. **Location: San Mateo - CA**

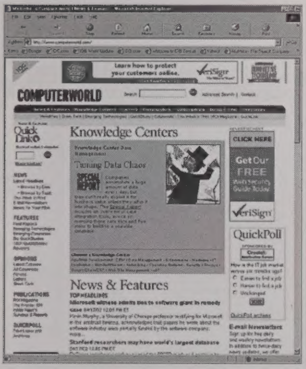
Contact: resumes@infoworld.com, Email: resumes@infoworld.com

Business Development Manager (WEC)

This position is responsible for the research, development, planning and implementation of new event initiatives at IDG World Expo within fast-growing IT markets. Minimum of 2 years' experience in conference and tradeshow planning is required. Responsibilities will include market research, financial forecasting, and strategic partner negotiations. Candidates must have superior written and verbal communication, organizational, and computer skills, creative thinking, and be able to effectively work with all levels of staff, advisors and outside consultants. Overall knowledge of IT industry preferred. ***Location: Framingham – MA***

Contact: ccjobs@idg.com, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG



This month the Knowledge Center focused on data management, using similar graphics to unite Computerworld.com and the print publication.

COMPUTERWORLD
KNOWLEDGE CENTER DATA MANAGEMENT
Taming Data Chaos

One man's game plan for integrating print and online

Tom Monahan, Computerworld's director of online and design, began his CW career 24 years ago as a mechanical artist, moving into a number of editorial design and management positions before joining the Web team in 1997. He offers the following tips for helping to fully integrate online activity into the print side of the editorial operation:

1. Demystify the Web.

Open it up to as many folks in your operation as you can. Look at each new hire or promotion to see how you can integrate existing Web experience. You might drive your experienced Web folks crazy at first, as it's easier to have veterans run the process. But you miss out on the chance to involve all levels of your organization, expand training opportunities and benefit from cross-pollinating online and print skills. Build good tools for editors; let them make mistakes; let everybody learn. Buy the developers beer at every opportunity.

2. Mobilize the veterans.

Signal how important the Web is by assigning top employees to it. If the 'net side of your operation is overloaded with inexperienced new hires and young techies, none of the most experienced print people will want to be there. But you need them there. They bring publishing knowledge, management experience and more political clout in the organization. You need to be able to make improvements happen — not just think them up.

3. Talk, talk, talk

Include online discussions in all editorial meetings. This benefits you in a number of ways:

- You plan solutions, rather than constantly solving a bunch of last-minute problems.
- You end up with a content package that's cohesive, smart and (hopefully) provides a smooth transition to the Web.
- You involve more people in Web planning, spreading Web knowledge and expertise.

4. Recognition counts

Offer recognition to writers whose stories appear on the Web — and to the developers who built it, the designers who organized it, the researchers who backed it up. Public praise is always a good idea for managers, but it's especially good for those who are trying out new jobs with unknown payback.

5. Understand the territory

Commit to learning how the Web works by talking to your designers and developers. You don't need to know programming languages or coding, but you should understand that database publishing operates on very different processes than print. It's actually not as flexible or fast as making changes on a page proof, for example. Nothing gets your Web folks more frustrated than print people who don't seem to care about these details. So become a real Web user — visit other sites, read news online, check out what competitor sites are doing, etc. And consider creating liaison positions for people who understand both platforms and can translate for each team.

6. Think total Integration

Fully integrate the Web into your organization all the time. Make it part of daily operations, not a special terrifying process or an afterthought. As long as writers and editors see the Web as an alien place full of strange coding and intimidating technical geeks, the processes — and possibilities — of integration and positive change will never be realized.

IDC U.S. names Q2 outstanding sales performers

IDC recently announced its Salespersons of the Quarter Awards for the second quarter of the fiscal year during meetings earlier this month in Framingham, Mass. and Mountain View, Calif. The winners and their IDC locations are listed below.

- Volume Sales: **Jim Nagle** (Framingham)
- Salesrep or Account Executive with Team Quota: **Amy Maldonado** (Framingham)
- Salesrep with Individual Quota: **Pamm Prince** (Irvine, Calif.)
- Latin America: **Jennifer Miranda** (Miami)
- Consulting Enterprise/Industry: **Bonnie Aarons** (Mountain View)
- Consulting Enterprise Team Salesrep: **Liz McPherson** (Framingham)
- Installed Base Accounts: **Michael Pedrotti** (Irvine)
- New Business Accounts: **Randi Siegal** (Framingham)
- Global Enterprise Advisory (GEA) Services, Highest Percentage of Q2 Quota, Major Accounts: **Kevin Dunne** (Framingham)
- GEA Highest Percentage of Q2 Quota Non-Major Accounts: **Ron Greco** (Framingham)
- GEA Highest Number of New Accounts in Q2: **Joe Bekas** (Irvine)
- Major Accounts/Industry: **Pat Murphy** (Framingham)
- Major Accounts/Industry, Team Sales Rep: **Amy Maldonado** (Framingham)
- Major Accounts/Industry, Team Customer Service Rep (CSR): **Marjorick Foisy** (Framingham)
- Major Accounts/Enterprise: **Gary Nagle** (Red Bank, N.J.)
- Major Accounts/Enterprise, Team Sales Rep: **Staffan Engstrom** (Framingham)
- Major Accounts/Enterprise, Team CSR: **Tina Adams** (Mountain View)

Tips on moving toward a fee-based service

Persuading users to pay for a service – albeit an enhanced service – when they're used to not paying anything isn't an easy task. *GameStar* Editor-in-chief **Jörg Langer** offers these suggestions:

Quality

You need to give the audience something that they don't get anywhere else in comparable quality — otherwise the audience will simply switch to a free service. This something can be a new idea or a new combination of old ideas. For example, GameStar.de Premium uses the old idea of community via messageboards and adds the business cards and a searchable database.

Subscriptions vs. pay-per-click

I favor a subscription model compared to a pay-per-click model, because the user isn't constantly reminded about costs. To pay 10 cents once a day (to download an article, for example) might feel more expensive to the user than paying a monthly fee of five dollars.

GameStar.de

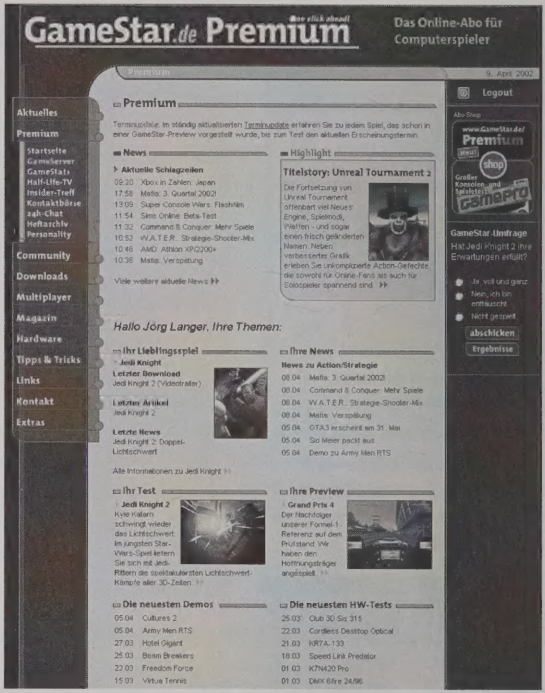
continued from page 1

users playing on *GameStar*'s servers, switch from player to player, and even use an overhead camera perspective to get a bird's eye view within the game. Every week, *GameStar* broadcasts for premium users one of the best matches within the *GameStar* League, a feature on the regular *GameStar* site in which 860 teams play against each other for three months in an effort to reach the finals of the *GameStar* Tournament.

- Access PDF archives of *GameStar* beginning with the Nov. 1997 first issue. (Archives of print articles have been available as HTML pages on the regular *GameStar* site. In addition, *GameStar* sells several thousand fully searchable CDs annually that contain the previous year's *GamesStar* magazines.)
- Access their performance statistics on previous games played on the *GameStar* servers and see how they compare to those of other gamers.

In addition to these new features (no other German gaming site offers GameStar.de's combination of fast servers, player statistics and game broadcasts), the premium service also features more chatroom opportunities.

Currently the premium site does not have banners. "If a user pays for our content, he doesn't want to see – or hear – some of the more active online ads such as talking banners or pop-ups," reasoned Editor-in-chief **Jörg Langer**. "Also, at the moment there are significantly fewer premium users than users of the general site." The staff is investigating ways for advertisers to sponsor certain sections of the premium content.



Premium

Terminupdate: Im ständig aktualisierten Terminupdate erfahren Sie zu jedem Spiel, das schon in einer GameStar-Preview vorgestellt wurde, bis zum Test den aktuellen Erscheinungstermin.

News

Aktuelle Schlagzeilen

09:20 Xbox in Zahlen: Japan
17:58 Mafia: 3. Quartal 2002!
13:09 Super Console Wars: Flashfilm
11:54 Sims Online: Beta-Test
11:32 Command & Conquer: Mehr Spiele
10:52 W.A.T.E.R.: Strategie-Shooter-Mix
10:48 AMD: Athlon XP/2200+
10:36 Mafia: Verspätung

Viele weitere aktuelle News ▸▸

Highlight

Titelstory: Unreal Tournament 2

Die Fortsetzung von Unreal Tournament offenbart viel Neues: Engine, Spielmodi, Waffen - und sogar einen frisch geänderten Namen. Neben verbesserter Grafik erleben Sie unkomplizierte Action-Gefechte, die sowohl für Online-Fans als auch für Solospieler spannend sind. ▸▸

GameStar-Umfrage

Hat Jedi Knight 2 Ihre Erwartungen erfüllt?

● Ja, voll und ganz
● Nein, ich bin enttäuscht
● Nicht gespielt

Hallo Jörg Langer, Ihre Themen:

Ihr Lieblingsspiel

Jedi Knight

Letzter Download
Jedi Knight 2 (Videotrailer)

Letzter Artikel
Jedi Knight 2

Letzte News
Jedi Knight 2: Doppel-Lichtschwert

Alle Informationen zu Jedi Knight ▸▸

Ihre News

News zu Action/Strategie

08.04 Mafia: 3. Quartal 2002!
08.04 Command & Conquer: Mehr Spiele
08.04 W.A.T.E.R.: Strategie-Shooter-Mix
08.04 Mafia: Verspätung
05.04 GTA3 erscheint am 31. Mai
05.04 Sid Meier packt aus
05.04 Demo zu Army Men RTS

Ihr Test

Jedi Knight 2

Kyle Katarn schwingt wieder das Lichtschwert: Im jüngsten Star-Wars-Spiel liefern Sie sich mit Jedi-Rittern die spektakulärsten Lichtschwert-Kämpfe aller 3D-Zeiten. ▸▸

Ihre Preview

Grand Prix 4

Der Nachfolger unserer Formel-1-Referenz auf dem Prüfstand: Wir haben den Hoffnungsträger angespielt. ▸▸

Die neuesten Demos

05.04 Cultures 2
05.04 Army Men RTS
27.03 Hotel Gigant
25.03 Beam Breakers
22.03 Freedom Force
15.03 Virtua Tennis

Die neuesten HW-Tests

25.03 Club 3D Sis 315
22.03 Cordless Desktop Optical
21.03 KR7A-133
18.03 Speed Link Predator
01.03 K7N420 Pro
01.03 DMX 6fire 24/96

In the week before the official launch, more than 500 paying subscribers signed on for GameStar.de's premium service, and after four weeks there are 1,400 subscribers.

All of the exclusive extras are available without infringing on the content of *GameStar*'s regular Web site. In the week before the official launch, more than 500 paying subscribers signed on, and after four weeks there were 1,400 subscribers. Given that there are more than 40,000 registered users on the regular GameStar.de site, Langer said he is confident those numbers will climb steadily during the next few months.

For more information contact Jörg Langer at jlanger@gamestar.de. WU

Check out the online classified ads in Marketplace

IDG World Update Online (www.idgworldupdate.com) offers a do-it-yourself classified ad section called Marketplace. Postings can be items for sale, for rent, wanted-to-buy, house exchange, vacation rentals, etc. Here are two of the recent listings:

COMMUNICATIONS INTERNSHIP WANTED

Loic Paitel, the son of IDG France's **Carmen Paitel**, seeks a paid internship or co-op position in marketing or communications this summer. He is studying at Southern Illinois University in Edwardsville, IL, on a semester's leave from ESSCA, a French business school. He has extensive experience working for an event marketing company and is willing to relocate for the summer to anywhere in the U.S. See his resume and contact information within this posting in Marketplace or contact him at lpaitel@hotmail.com.

LANGUAGE EXCHANGE OPPORTUNITY

Ursula Nadador, assistant to IDG Spain Managing Director **Paco Zabala**, is interested in hosting a girl from the U.S. or U.K. this summer in a home-based, informal, language exchange opportunity. Her daughter, age 10, is taking English in school and would like to improve her English-language skills with a girl aged 10-12 who would also like to learn more Spanish. Ursula will cover the costs of the visitor's stay at her home in Madrid for a few weeks. If any parent in an IDG business unit is interested, please contact Ursula at ursula@idg.es, tel: + 34 91 3496602 or fax: + 34 91 3496798. IDG Vice President/Corporate Services **Marion Kibbee** is a long-time friend of Ursula and can also talk about this opportunity with any interested parent. She may be reached at marion_kibbee@idg.com, tel: 617-534-1207. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Delia Quartey *InfoWorld*

21
Ann Finn *Network World*

18
Penny Winn *IDG World Update*
Valerie Sanclemente *IDG Paper Services*

17
Robert Kanes *PC World*

10
Christian Christiansen *IDC*

11
Jill Spooner *IDG New Zealand*

9
Manuela Guerra *IDG Spain*

8
Shawne Burke Pecar *PC World*
Judith Johnson *IDG New Zealand*

7
Kerry Dodds *IDG New Zealand*
Rachel Rogan *IDG New Zealand*
Yuichi Tsujimura *IDG Japan*
Kaoru Iwakiri *IDG Japan*
Naoyuki Sakai *IDG Japan*
Tom Copeland *IDC*
Lynn Wright *IDG U.K.*
Martina Reger-Völzing *IDG Germany*

5
Michelle Fuller *IDG*

4
Terri Walsh *IDG Corporate Travel*
Amy Fitzgerald *IDG*
Sean Lavey *IDC*

3
John Pallozzi *ITworld.com*
Jennifer Malkasian *IDG List Services*
Diana Hermes *IDG*
Dorothy Turcotte *IDC*
Peter Short *IDC*
Natasha Tan *IDC Singapore*
Brian Wood *Network World*

2
Charlie D'Angelo *ITworld.com*
Claire Munro *IDG New Zealand*
Stephen Bell *IDG New Zealand*
Dannren Greenwood *IDG New Zealand*
Heidi Tanakatsubo *IDG Recruitment Solutions*
Petra Hallstrom *IDG Global Solutions*
Katherine Krier *IDC*
Demetrios Louloudes *IDC*
James Motch *PC World*
Rafael Sosa *PC World*
Kevin McKean *PC World*
Vanessa Brown *IDC U.K.*
Oliver Dell *PC Advisor*
Monika Seres *IDG Germany*
Eva Calo *IDG Spain*

1
Anna Demetriou *IT World Canada*
Wesley Wilson *IDC*
Robert Blumstein *IDC*
Scott Ellison *IDC*
Mette Jensen *IDG Denmark*
Vicki Cui *IDC China*
Tina Tang *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

McGovern

continued from page 3

months by telephone or e-mail to find out what they did buy, from whom they bought it and why.

Q What causes many leading companies in the market to fail to make the transition to new markets when they arise?

A One reason is the way they define their market. They often define their market by the type of product they provide rather than by the need that they actually fulfill. I am sure that the leading companies making horseshoes were celebrating their growing market share against other horseshoe makers just before they went out of business. They did not react to the fact that the need they were fulfilling, namely transportation, was being rapidly fulfilled by automobiles and other mechanical transportation rather than horses.

In our own field, I dislike to see our business units define their market size and share only against the companies making similar products. Rather, we should measure market size against the potential spending for the need that we are serving. For example, if an IT publication has an audience that buys $50 billion of IT products and services a year and IT companies spend 1% of sales in advertising and marketing communications, then that potential market size is $500 million a year based on the amount of marketing communications investment that the buying power of the audience justifies. So, if that business unit has a revenue of $50 million, they have a 10% share of their potential market.

Q I understand that you have reduced your salary from IDG to $1.00 a year. Why?

A IDG's stock price went down last year for the first time in our history due to the fact that we had more expenses than revenue in that year, i.e., we were not profitable. I do not plan to draw a salary from IDG, which adds to expenses, until IDG is profitable again.

Macworld, HRSD/West on the move

Mac Publishing and the Human Resources Services Division/West are moving to two new locations.

(effective April 29)
Mac Publishing
501 Second Street
5th floor
San Francisco, CA 94107
main tel: 415-243-0505
main fax: 415-243-3543

(effective April 26)
HRSD/West
155 Bovet Road, 5th floor
San Mateo, CA 94402
fax: 650-312-0668

VP/HR **Sue Murphy**
Office 528, tel: 650-312-0671

HR Manager **Su-Tsen Wu**
Office 534, tel: 650-312-0676

HR Representative **Lisa Hess**
Office 533, tel: 650-312-0674

HR Specialist (InfoWorld)
Jacqueline Clause
Office 529, tel: 650-312-0673

celebrating 10!

Name
Jeff Oterson

Home
San Leandro, Calif.

Joined IDG
Nov. 9, 1987

Career path
Office Services Assistant, Senior Office Services Assistant, Office Services Supervisor/Telecommunications, Telecommunications Specialist, Telecommunications Manager

Current responsibilities
As telecommunications manager, I ensure the daily operations of voice communications systems at the 501 Second St. office in San Francisco.

Most challenging part of your job
Keeping up with the ever-changing products and services in the telecommunications industry.

Best part of your job
My fellow IDG co-workers.

Career highlight
Implementation of new phone system for 501 Second Street office.

Most memorable thing that's ever happened at work?
I was once asked to set up a conference call for a huge company meeting. After conferencing in the last of the outside offices and with a room full of people, I mistakenly pressed the off button thinking I was adjusting the volume.

I joined IDG because
I was fresh out of the Navy and needed a job.

What's kept you at IDG for 10 years?
I left IDG once only to find myself back again. Karma?

Best way someone could compliment you on your work
A thank-you with a smile.

Interests outside the office
Mixing music, anything Macintosh related and cooking.

What's the most rewarding thing you've ever done?
I quit smoking two years ago.

Favorite Web sites
VersionTracker.com, Classmates.com and FoodTV.com

IDG Central Services Telecommunications Manager ***Jeff Oterson*** *(left) joined IDG Chairman* ***Pat McGovern*** *for dinner at the Ritz-Cartlon in San Francisco in honor of his years of service to the company.*

What ability do you wish you had?
The ability to speak another language.

Dream destination
Sydney, Australia

Five people — living or dead — you'd invite to a dinner party?
Pat McGovern, [Central Services Telecommunications Coordinator] **Paul Smith**, [Executive Assistant to PC World President/CEO] **Patricia Owen**, [PC World Associate Circulation Director] **David Cobb** and myself... wait.. I just had that dinner party!

As a kid, what did you want to be when you grew up?
A high school band director.

First job out of high/school or college?
United States Navy

What others can't tell just by looking at me
I, too, used to be thin!

If you won the lottery tomorrow, you would
Retire, silly!

Manager's profile
"Jeff's knowledge and leadership skills are respected by all who work with him. Not only does he manage all aspects of telecommunications, but he's also been instrumental in creating many of the Central Services' programs. Jeff truly exemplifies the 'Let's try it' attitude and does not hesitate to offer help to co-workers with their projects. His charm and positive attitude make Jeff a pleasure to work with!"
— *Todd Simms, director, facilities and operations, IDG Central Services, San Francisco*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Fredrik Bernsel *IDG Sweden*
Antonette Cutone *IDG*
Kerstin Funk *IDG Magazine Verlag*
Joan Kelliher *IDG*
Maggie Murphy *IDG*
Sophie Pietras *IDG Italy*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.1 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/ InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

29 APRIL 2002
VOLUME 32, NUMBER 15

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

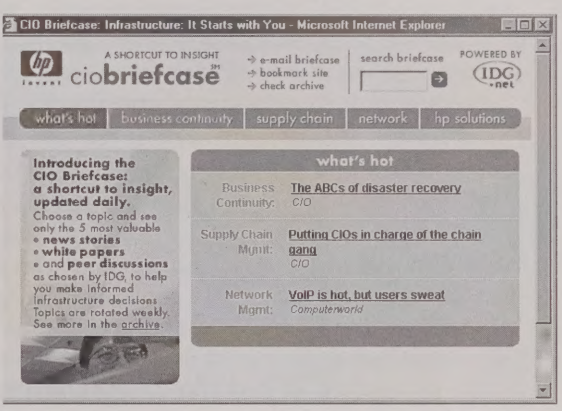
Multi-unit collaboration results in big win for IDG

Seven business units work together on HP's CIO Briefcase

CIO Briefcase is notable not only for the internal cooperation among IDG business units but also for the significant amount of revenue it generated for IDG in a relatively short period of time.

Two heads might be better than one, but upwards of seven heads can really put together a creative marketing proposal for a client. That was certainly the case during the evolution of CIO Briefcase (www.ciobriefcase.com), an online resource that IDG.net recently rolled out for Hewlett-Packard Co.

The project represented another example of "collaboraction," with *CIO*, *Computerworld*, *InfoWorld*, ITworld.com, *Network World* and IDG Communications joining IDG.net to help HP give senior-level technology professionals easy access to IDG editorial content and information about HP products and services. CIO Briefcase is notable not only for the internal cooperation among IDG business units but also for the significant amount of revenue it generated for IDG in a relatively short period of time.



Introducing the CIO Briefcase: a shortcut to insight, updated daily. Choose a topic and see only the 5 most valuable
- news stories
- white papers
- and peer discussions

as chosen by IDG, to help you make informed infrastructure decisions. Topics are rotated weekly. See more in the archive.

Business Continuity:	The ABCs of disaster recovery *CIO*
Supply Chain Mgmt:	Putting CIOs in charge of the chain gang *CIO*
Network Mgmt:	VoIP is hot, but users sweat *Computerworld*

In just the first two weeks, more than 30,000 unique users visited CIO Briefcase, the online resource built by IDG.net for Hewlett-Packard.

The project began when IDG Communications, which had been working with HP on its "Always-On Internet Infrastructure campaign," started discussing the next phase of the campaign, which focused on "demonstration" as a theme. "We brought online ad representatives from IDG's five enterprise sites and IDG.net to a brainstorming meeting in December with HP and its agency," said IDG Communications VP/Interactive Sales **James Piper**. "It was the first time we had done something like this — usually when we have multiple sites represented in the same meeting it's for formal media day presentations. This was completely free form. We worked

continued on page 4

Computerworld Honors Program recognizes technology stars

TOM LIPPERT

Computerworld Editor-in-chief ***Maryfran Johnson*** *(at podium) and the Laureates at San Francisco City Hall.*

In its continuing "Search for New Heroes" the Computerworld Honors Program recently celebrated the achievements of more than 300 technologists and organizations at the forefront of technological innovation. At a ceremony held April 7 at San Francisco's historic City Hall, the program presented medals to the men and women, organizations and institutions that are leading the technology revolution.

Founded in 1988 in partnership with the Smithsonian Institution's National Museum of American History, the Computerworld Honors Program not only honors IT innovators from all over the world but also works with leading archives, museums, libraries and research institutions to build and maintain a global archive of the effects of their achieve-

continued on page 5

in brief

newsworthy

PC World West Africa earns best IT title honors from computer group

PC World West Africa won Nigeria's Best IT Print Media Award last month during an awards ceremony organized by the Computer Association of Nigeria. Publisher **Dele Ajisomo** accepted the award on behalf of his staff as influential members of the Nigerian information and communications technology sector and media representatives looked on.

The English-language publication, which has a staff of 14, has a print run of 6,000 and is distributed in Nigeria, Ghana, Liberia and Gambia.

NETWARE 6 Released Local News: Africa's TECHNOLOGY CORRIDOR
PC WORLD
WEST AFRICA
Best Pentium 4 Yet—But Athlon XP Rules Teaming Up With NVidia
15 Essential Tips For Smarter, Faster Word Processing
First Look at IE 6's New Features With Sanya Olorumtoba
THE BEST WEB TOOLS
13 MUST-HAVE TOOLS FOR TODAY'S INTERNET
SUPER BROWSERS, ADD-ONS, E-MAIL, INSTANT MESSAGING AND MUCH MORE!

PC World West Africa outclassed several other IT magazines and six general-interest newspapers that have specialized IT sections.

According to the judges, "*PC World West Africa* has in a very short time earned a reputation for excellence" and differentiated itself from competitors "especially in the areas of content, quality of print and well-directed guidance for its readers in terms of product comparisons."

PCW West Africa's parent company IT Media Group originally signed a license with IDG in late 2000 to publish an existing title under the name *PC World Nigeria*. This past January it changed the publication's name to *PC World West Africa*. An IT Media affiliate also publishes Nigeria's leading business weekly, the *Financial Standard*.

"We were most delighted by the award, it being our first, but we are certain that this is the beginning of greater things to come," said General Manager and Managing Editor **Eunice Orhuozee**. "We hope to continue to make IDG proud in this part of the world."

For more information contact Eunice Orhuozee at eunice@itmg.net or go to www.pcworldwestafrica.com. WU

CIO Asia continues expansion to burgeoning Vietnamese IT market

CIO Asia is spreading like a banyan tree. Launched in October 1999 and serving Singapore, Malaysia, Hong Kong, the Philippines, Thailand, Indonesia, and Brunei, the English-language monthly widened its distribution in April to include Vietnam and has hired a correspondent to provide direct reporting on that burgeoning market.

> *"Vietnam has been admitted to ASEAN, and investors are flocking there."*
>
> *— Cara Tan*

"The industry is growing at a tremendous pace [in Vietnam]," said *CIO Asia* Publisher **Cara Tan**. "Vietnam has been admitted to ASEAN [the Association of Southeast Asian Nations], and investors are flocking there. We need to react by going into markets that are up-and-coming. Advertisers will then see the value in continuing their support for us."

Tan said that *CIO Asia*, which is published by IDG Communications Pte. Ltd. in Singapore, has been talking to those advertisers about the Vietnamese market ever since the magazine launched. "The interest level was there, but because of the lack of coverage, many vendors weren't able to get a better understanding of Vietnamese culture and the country's growth potential," she said. "We believe getting there first will help our advertisers greatly."

To date, *CIO Asia*'s circulation stands at 13,500 controlled qualified readers and is being sent to nearly 1,000 Vietnamese senior-level executives in the government, banking and manufacturing sectors, as well as the nation's IT leaders. "Although they may not be at the CIO level, they are still IT directors and IS managers, which is why we believe they need a publication like *CIO Asia*," Tan said.

CIO Asia has little competition in Vietnam, according to Tan. To her knowledge, there is no English-language IT trade publication in the market, merely a few general business publications. [*PC World Vietnam*, written in

CIO 100 & CIO AWARDS SPECIAL ISSUE
CIO
THE MAGAZINE FOR INFORMATION EXECUTIVES
THE 2002 CIO 100 HONOUR ROLL PAGE 54
AWARD-WINNING WAYS TO IT DEPLOYMENT FROM PAGE 36
CHAMPIONS, ALL!
To find out who these beacons of transformation are, and why their respective organisations are winners of the CIO Awards 2002, turn to page 26.

Vietnamese, is produced by a local IDG licensee.] She said a Vietnamese IT research firm, concerned about the lack of coverage of the local IT industry, was "very excited" about *CIO Asia*'s entry into the Vietnamese market.

The arrival of *CIO Asia* in Vietnam is being marketed quietly. "We sent e-mails to all our readers and advertisers," Tan said, "but there's no big marketing campaign, although we do intend to shout louder in the future."

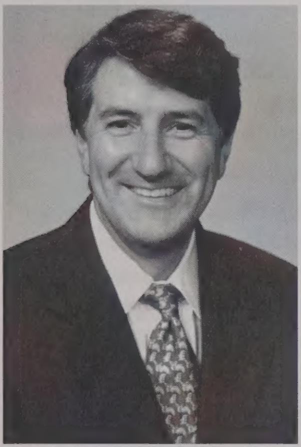
For more information contact Cara Tan at caratan@idg.com.sg or go to www.cio-asia.com. WU

Signs of Vietnam's economic revolution

- IBM, Cisco Systems, Sony, Nortel Networks and NTT Communications have been successfully outsourcing to Vietnam for some time. IBM went on record in March that it is in talks with the Vietnamese government about establishing its own development center.
- The U.S. government recently signed its first deal to outsource software development to Vietnam.
- The Vietnamese IT market as a whole is valued at US$287 million, having grown by 45% since 1998. It is expected to grow to $690 million by 2003.
- The Vietnamese government set a target of achieving $500 million in software exports by 2005, hoping to become a cost-effective outsourcing alternative to established centers such as India and newcomers such as China.

executive Q and A

Kelly Conlin
The president & CEO of IDG is this week's columnist. He may be reached at kelly_conlin@idg.com.



"We can control the quality of our content, however, and we can use this market struggle to refocus on providing the most value to the readers, who depend on our content as much if not more during challenging markets as buoyant ones."

Q **I often read in this column how IDG has no debt and is sitting on a big pile of money — somewhere in the neighborhood of $240 million. Can't you let go of the purse strings a little in this "difficult market" so that we don't have to have so many layoffs?**

A There is no doubt that the current market is very difficult, and that layoffs are a very tough consequence of that difficulty. But is forgoing layoffs and sustaining operating losses the best use of IDG's cash resources? Taking that desire to its conclusion would, of course, put a company out of business as cash resources were drained to their end. So where do you draw the line? How do we define "a little" to use your phrase? And is one person's definition of "a little" the same as the next person's?

Management is all about tradeoffs. When do you invest, and in what? When do you cut, and what do you cut? As our managers make those decisions, they share a unifying objective: we want to work at a financially healthy company that can provide maximum career growth for our employees and exceptional products for our customers. The way we, or any company, achieve that objective is to continuously balance our expenses and our revenue. How much confidence could we expect employees to have in the company if we were indifferent to the consequences of our results?

So it's not a matter of whether we have tight or loose purse strings — in fact, since our profits are expected to decline this year you could make a case that our purse strings are indeed loose — but of making sure we do indeed share this common objective. Put another way, the one thing we can all do to help our enterprise value grow (our ESOP share price) is to grow our revenue and profits.

So if the company's cash shouldn't be used to subsidize business units where their expenses are greater than their revenue, what is its value? For one, healthy companies have cash on hand. For market surprises. For unexpected opportunities. For investment in new growth products. For acquisitions. For fulfilling obligations like ESOP payouts. And while the cash stands ready for such deployment, it can be invested in a diversified portfolio of bonds, equities and venture capital. The gains from those investments funnel right back to IDG and contribute to positive enterprise value growth.

Q **How do the trends look for IDG this year? Are there signs of recovery? Bright spots?**

A As we all know, the first fiscal quarter, following Sept. 11, exacerbated the already weak IT market, and we are just now beginning to see signs of recovery. The most recent CIO Tech Poll showed tech forward spending growth of nearly 8%, well above the 2% to 3% the indicator was forecasting just a few months ago. IDC's [Chief Research Officer] **John Gantz** predicted at the company's Directions conference that the trough of the market decline was the quarter just ended in March.

That said, no one expects the IT market — and particularly the marketing and advertising markets — to come roaring back but rather to come back gradually in the months ahead. When making comparisons, we have to also remember that the first fiscal quarter of last year was the last, best quarter — the market was still riding high. So as we compare revenues from 2001 to 2000, an overall decline (and we expect overall revenues to fall by about 15%) will be less important to watch than the quarter-to-quarter comparison. Indeed, our managers' forecast for the third quarter calls for a revenue decline of only 9%, and their fourth-quarter forecast shows revenue gain of close to 5%.

And there are indeed bright spots. IDG's gaming product line, which had a difficult year in the boom times of 2000, has come back strongly as excitement builds around new platforms and new games: revenue will grow by 18% this year. Our extension of the *CIO* product line globally is paying off, with revenues forecasted to grow by 29% this year. Our increasing focus on developing and delivering highly specific information services is also paying off. Our events and research for the storage market are up nearly 15% in revenue this year. Our products that focus on delivering sales leads to customers are also up sharply; Webcast revenues, for example, are up 98% over last year. Our launches in the bio-IT and security markets are off to very strong starts globally. Market anxiety also creates information opportunities, and IDC has expertly seized on those segments, with revenues from services such as supply chain management up by 225% and mobile infrastructure up by 58%.

And here is a great example of why IDG's products and values create sustainable advantage, even in very tough markets. We all know that advertising has been extraordinarily tough, the toughest ever for IT media. But there is little we can do about that. It's a market condition, not an IDG malady. We can control the quality of our content, however, and we can use this market struggle to refocus on providing the most value to the readers, who depend on our content as much if not more during challenging

continued on page 7

CIO Briefcase

continued from page 1

IDG WORLD UPDATE

Staff from IDG.net and IDG Communications were among the employees who made CIO Briefcase a reality. Front row (l-r): ***Margaret Um****, online account executive, IDG Communications;* ***Alessandra Lasanta****, content business development manager, IDG.net;* ***Jeff Julian****, president and publisher, IDG.net. Back row:* ***Alexis Barrera****, systems analyst programmer, IDG.net;* ***Tim Moynihan****, managing editor, IDG.net;* ***Kristina Nielsen****, marketing manager, IDG.net;* ***James Piper****, VP / Interactive Sales, IDG Communications.*

Online ad sales contributors

The following online ad sale representatives also participated in the CIO Briefcase project: **Lisa Brown** (CIO.com), **Gregg Pinsky** and **Matt Duffy** (Computerworld.com), **Cori Kalinowski** and **Julie Ekstrom** (InfoWorld.com), **Laurel Spencer** (ITworld.com) and **Jamie Kalbach** and **Stephanie Gutierrez** (Network World Fusion).

together to suggest a sponsorship area where HP could align their products with editorial, but in a way that still keeps separate the 'church/state' boundaries between ads and editorial."

The brainstorming session yielded a proposal for a pop-up window with different tabs of information. *Network World*, *CIO* and *Computerworld* had dealt with a company called Solutions Central that has a product along the lines of this model, but HP needed an online product with a more flexible design that offered more than just vendor content.

After some debate the group determined that a product that included content selected by IDG.net editors in the form of articles, white papers, Webcasts and discussions would be the most effective for the CIOs that HP was targeting. IDG.net President **Jeff Julian** said his team could create such a product, and a mock-up was developed for HP. That mock-up was included as an example of what HP was looking for in the RFP that HP sent out to the more than 32 different companies that made a pitch for their sites to get the business.

IDG was ahead of the game already given its involvement in the mock-up and emerged as the exclusive winner with its Briefcase concept. But the best was yet to come. "The Briefcase concept essentially became a platform to build a huge media plan around," Piper noted. Initially HP planned to spend about $300,000 advertising Briefcase on the five participating IDG sites. However, the end result was $573,100 for the six-week campaign, in addition to the $100,000 HP spent on the development of Briefcase itself. "This was a huge win for IDG, as most campaigns of this size [i.e., dollar expenditure] stretch out over six to 12 months," Piper said.

CIO Briefcase is available on a customized browser window that is about one-third the size of a regular browser. It has four information tabs, three of which are rotating topic categories such as outsourcing, utility computing, platform interoperability and customer relationship management.

Within each category, CIOs can access news articles, white papers, Webcasts (including a custom Webcast ITworld produced especially for the Briefcase) and peer discussion forums, all drawn from the five participating IDG sites and specially selected by IDG.net editors. Once users click on an article or other information resource, that article or Webcast is housed in another pop-up window that is branded by the HP and CIO Briefcase names. The fourth tab, called "HP Solutions," provides specially tailored information on the company's latest infrastructure solutions.

Users can access CIO Briefcase from promotional HP ads or text links on participating Web sites, search engines and directory listings, or by visiting www.ciobriefcase.com.

"Feedback from HP and its agency has been phenomenal," Piper said. CIO Briefcase drew more than 30,000 unique visitors in the first two weeks alone, and IDG Communications views it as a springboard for further business with HP, as well as a concept IDG can replicate with other businesses.

While the pending HP/Compaq merger has complicated plans for the future of the Briefcase media campaign, HP committed just last week to keeping the CIO Briefcase site up and running through June and most likely through October. In addition, IDG Global Solutions VP/Global Accounts **Ginny Pohlman** has been meeting with HP to discuss ways to globalize Briefcase's marketing and content.

For more information contact James Piper at james_piper@idg.com or Jeff Julian at jeff_julian@idg.net. WU

Week of April 29, 2002

Inside Sales Representative, Enterprise Consulting Sales (IDC)

Sales Representative to assist West Coast Enterprise Consulting Sales Director and team in developing, proposing, and closing custom research projects with major IT Vendors and Users. Will include traditional primary research, as well as speeches and custom marketing services. Reports to Director of Enterprise Consulting Sales, aligned with same accounts with an incentive based performance package. While primarily an inside sales position, will require some travel to include client visits and functions, and internal meetings, and excellent presentation, account organization, and penetration skills. Must have 1-3 years of sales and/or sales support experience preferably with technology research or custom services. ***Location: Mountain View - CA***
Contact: I. Juhola, Fax: 650-254-0561, Phone: 650-962-6499, Email: ijuhola@idc.com

Director of Sales, LinuxWorld (NET)

As primary driver of LinuxWorld's online revenue growth, the Director of Sales will be responsible for managing key account relationships and working with the LinuxWorld support staff to grow the base of customers. He/she will help formulate sales strategy, forecast sales revenues, and create and implement innovative programs for our clients. Cooperation with LinuxWorld's Editorial and Marketing staffs in order to put together the best product possible, as well as collaboration with other IDG sites and sales teams is central to the role. Must be a team player, problem solver and sales driver with a minimum of five years technology publishing sales experience and a strong interest in, and knowledge of, the Linux marketplace. ***Location: San Francisco – CA***
Contact: J. Julian, Fax: 415-267-4558, Phone: 415-267-4545, Email: jeff_julian@idg.net

West Coast Regional Sales Manager - Online (NWI)

We are seeking a dynamic, self-starting sales professional with 5+ years of outside sales experience, preferably in Media Sales to sell our online advertising products. This newly created position was developed to expand and maximize our efforts on the West Coast. Using a team approach, this position will work with an Account Manager to cover a territory of $3M. This seasoned professional must have a proven track record in creating new business opportunities while maintaining and increasing current customer revenue. Must have the ability to complete the sales cycle from inception to completion including prospecting, developing client relationships, preparing proposals, tracking the information on a sales database and creating insertion orders. This position will require the ability to deal with all levels of clients from small to Fortune 500 companies. This position requires strong organizational skills with a high level of attention to detail. Ideal candidate will be a highly effective communicator with the ability to close a sale. Successful candidate must be proficient in Word, Excel, PowerPoint, and Adobe and have previous contact database experience. ***Location: San Mateo – CA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

CW Honors

continued from page 1

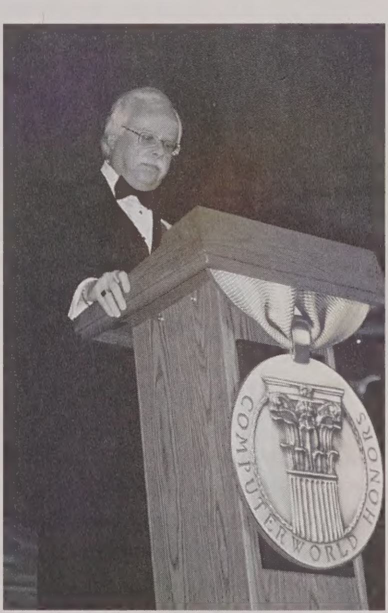
ments. Primary source materials, from case studies and publications to oral histories and videotapes, are made available to scholars and the general public, not only online but also through a program of source and license donations to affiliated institutions around the world.

IDG Chairman **Pat McGovern** applauds this year's Laureates inside San Francisco's City Hall. McGovern was the driving force behind the Computerworld Honors program when it was established in 1988.

PHOTOS BY TOM LIPPERT

Laureates are nominated and selected annually by the Program's Chairman's Committee, which is made up of the chairmen and chief executive officers of 100 leading international IT companies. "We poll the committee once a year and ask who they think is using information technology to make a real difference in the world and whose stories are reflective of the developments that ought to have a place in the history of the technology revolution," said Dan Morrow, executive director of the Honors Program.

Morrow said each year's Laureates collectively represent "an ever-changing snapshot" of what the Chairman's Committee thinks is the best work in the industry. "For nearly a decade and a half now, the leaders of the most innovative and competitive companies in the world have worked together to honor people who are making a difference, without regard to their company affiliation or use of competitors' products," Morrow said.



Computerworld and CXO Media CEO **Joe Levy** addresses the crowd prior to helping award the medals.

"The Program's permanent research collections are filled with stories of extraordinary people doing extraordinary work across the broadest spectrum," Morrow said, "from K-12 school teachers to genome researchers to Sept. 11 recovery efforts to operating room physicians to movie special effects producers."

"I've always thought that 'The Search for New Heroes' is a wonderful theme for this awards program because the people we honor are really using technology in innovative, positive ways," said *Computerworld* Editor-in-chief **Maryfran Johnson**. "The international scope of this year's nominees was very much in evidence this year, with some 26 nations represented among the laureates."

Between the April medal presentation ceremony and May five Laureates in each of 10 categories – ranging from Medicine and Manufacturing to Transportation and Media, the Arts and Entertainment — are selected as Finalists by a judging panel of three tech-savvy experts in each category. Each judge serves a two-year term and cannot be on the Chairman's Committee or serve in any other capacity of the program. The 50 finalists are presented with 21^{st} Century Achievement Awards at a June ceremony at the National Building Museum in Washington, D.C.

Honors Program source materials are archived in more than 50 countries on six continents. Beginning at the Smithsonian's National Museum of American History in 1988, the collection has expanded to support the research and archival activities of more than 150 national archives, libraries, museums and research institutions around the world. The entire collection is shared with all participating academic institutions on CDs and through unlimited access to materials via the Web.

A complete list of the finalists who will be honored at the June awards can be found at www.cwheroes.org/briefingroom. For more general information on the Honors program go www.cwheroes.org/home.asp or contact Dan Morrow at 70754.334@compuserve.com. WU

A sampling of winners from 2001

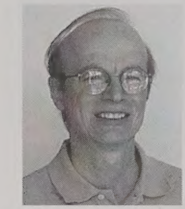
Some of the more than 300 medals awarded to technology pioneers earlier this month.

Past Computerworld Honors Program Laureates include the following from 2001:

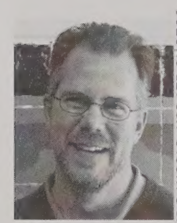
- The Jim Henson Company's Henson Digital Performance Studio hardware and software allow a puppeteer to control 3D computer-generated characters that perform in realtime, conversing live with people while preserving the spontaneity of a traditional puppet performance.
- ResourceLink.org automates the offering, acceptance and receipt of donations online. Businesses with excess goods or transport capacity are matched online with charities that can get those goods to needy people, expediting the process for items like food that has a short shelf life.
- The Eco-Connections Project (www.eco-connections.org) provides a framework for the implementation of Web-based teaching modules for middle and secondary school students, enabling students and teachers around the world to participate in environmental studies, collaboratively conduct research and implement plans to address local and global environmental problems.

noteworthy people

McCracken



McLeod



Albro

IDG WORLD UPDATE PHOTOS

Promotions

PC World Executive Editor, Features **Harry McCracken** has been promoted to editor with overall responsibility for what appears in the monthly. "It would be hard to find a better person for the job," said VP/Editorial Director **Kevin McKean**. "Harry joined IDG in 1991 at *Computer Buying World*, then moved to *PC World* in 1994 and served as an associate editor and senior associate editor in Reviews, then as senior writer, senior editor and, eventually, executive editor in Features. Along the way, he helped direct many award-winning projects, including last May's Privacy issue, which just won the Neal Award for Best Subject-Related Series. He has collaborated closely with me on covers for the last two years and last year took over the expanded issue-planning process, both of which remain part of his job as editor."

Bud McLeod, *PC World* executive editor for news, has taken on the additional title of editor of PCWorld.com. "This promotion recognizes work that Bud has already been doing in guiding the editorial sections of online projects, as well as — working with Executive Editor-at-Large **Randy Ross** — management of the award-winning PC World site," said VP/Editorial Director Kevin McKean said. "During their tenure, the site has added much significant new content and traffic has more than doubled. Bud's background in news — he came to *PC World* in early 2000 after 13 years at the San Francisco *Chronicle*, most recently as Sunday editor — makes him the perfect person to manage the editorial aspects of the site and syndication projects."

Ed Albro, formerly *PC World* senior editor for features, has been promoted to executive editor, features. "Ed has edited many excellent features since arriving at *PCW* from the San Mateo *Times* in 2000, and was a key contributor to our Neal winners both this year and last," noted VP/Editorial Director Kevin McKean.

IDC Associate Research Analyst **Alan Promisel** has been promoted to research analyst, specializing in mobile computing. "Like Atlas, Alan has been holding up the entire Personal Computing program on his own wiry, if not ample, shoulders," said **Roger Kay**, director of Client Computing, Personal Computers. "I tried to put him off the scent and otherwise distract him from the glories of higher office, but he was not to be deterred. He's more than fulfilled all the responsibilities of his position including press visibility, consulting and publishing. Suffice it to say, Alan is way overdue for this promotion. His new post really does look a lot like his old post, but nonetheless is the least we could do to reward his Herculean efforts. If he keeps this steamroller rolling, we may have to promote him again before long, which could be habit-forming."

New employees

Previously director of sales/West with EarthWeb **Lisa Farrell** is now regional manager with InfoWorld, handling named accounts in the Silicon Valley and Colorado areas. She holds a B.A. in speech communications from San Jose (Calif.) State University and enjoys reading, exercise, spending time with family and friends and doing volunteer work, recently hosting a bingo night at a senior center.

Et cetera

Toni Kistner, managing editor of *Network World*'s Net.Worker section, has been selected to serve on the advisory board of the newly formed lobbying groups Telework Coalition and eLiving Coalition. The Coalitions' primary mission is to influence state and federal legislation to provide telework incentives to businesses and work with those businesses to build awareness of the telework benefits and the incentives available to encourage the adoption of telework programs.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Microsoft's Ballmer toasts IDG at Danish business community dinner

*IDG Denmark Managing Director **Preben Engell** (left) was among 25 top executives in the Danish business community invited to dinner at the home of U.S. Ambassador to Denmark Stuart Bernstein last month. Microsoft CEO Steve Ballmer (right), who was in town to visit his company's offices as well as some customers, was the guest of honor and offered a special toast to IDG in recognition of the longstanding relationship between the two companies.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Mette Lautrup *IDG Denmark*

17

Aromi Rajon *IDG Global Solutions France*
Diane LaLumiere *IDC*

13

Basilio Rodriguez *IDG Spain*

12

Yukiyo Hosoya *IDG Japan*
Ruggero Vota *IDG Italy*
Hans Henrik Brunnmayr *IDG Germany*
Svenja Mohn *IDG Germany*
Franz Josef Reismann *IDG Germany*

11

Nilde Meregalli *IDG Italy*
Silvia Langford *IDG Germany*

10

Rosa Guerinoni *IDG Italy*
York von Heimburg *IDG Germany*
Michael Melenovsky *IDC*

9

Zdena Vratislavova *IDG Czech*
Malgorzata Brudniak *IDG Poland*

8

Nieves Santana *IDG Spain*

7

Klaus Krabbe *IDG Denmark*
Wolfgang Böhler *IDG Switzerland*
Urs Flückiger *IDG Switzerland*

6

Adam Jadczak *IDG Poland*
Bernd Seidel *IDG Germany*
Cornelia Neft *IDG Germany*

5

Natale Russo *IDG Games Media*
Jacek Dudzinski *IDG Poland*
Jörg Langer *IDG Germany*
Marcelo Bula Locci *IDC Brazil*

4

Joe Greene *IDC Canada*
Steve McHale *IDC Canada*
Simone Freire *IDG Brazil*
Marco Goes *IDG Brazil*
Elisabeth di Meola *IDG Germany*
Irene Helfenbein *IDG Germany*
Uffe Meier *IDG Denmark*

3

Francesco Pignatelli *IDG Italy*
Wagner Larina *IDG Brazil*
Tobias Bauer *IDG Germany*
Beena Streiter *IDG Germany*
Jesper Bille Haun *IDG Denmark*
Gregg Linde *ITworld.com*
Deanne Noberini *IDG Recruitment Solutions*
Frank Araullo *IDG Global Communications*
Rikki Kirzner *IDC*

2

Akira Honma *IDG Japan*
Masatoshi Ono *IDG Japan*
Sean Malloy *IDG Games Media*
Tricia Leo *Computerworld Singapore*
Roland Lim *Computerworld Singapore*
Rob Hailstone *IDC U.K.*
Daniela Braun *IDG Brazil*
Tom Ölschläger *IDG Germany*
Thomas Jüptner *IDG Germany*
Anette Kniffler *IDG Germany*
Dagmar Schütze *IDG Germany*
Ana Segura *IDG Spain*
Pall Allan Møller *IDG Denmark*
Jill Dahl *IDG Denmark*
Mae Lee *IDC Singapore*
Agnes King *IDG Australia*

1

Leslie Horgan *IDG Games Media*
Greg Fox *IDG Games Media*
Michela Bercellesi *IDG Italy*
John Dooly *IDC CEMA*
Masahiro Ueda *IDC Japan*
Benedetta Schroth *IDG Germany*
Marita Vogel *IDG Germany*
Uwe Miethe *IDG Germany*
Katja Krause *IDG Germany*
Anja Seegers *IDG Germany*
Alva O'Dea *IDG Germany*
Melanie Zink *IDG Germany*
Katrin Frind-Wang *IDG Germany*
Merete Obæk *IDG Denmark*
Esther Majoleth *IDG Switzerland*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

IDC Storage Roadshow 2002
May 2
Zagreb, Croatia
May 7
Budapest, Hungary
www.idc.com/en_US/events/eventsHome.jhtml

IDC's Directions 2002
May 2
The Hilton Auckland
Auckland, New Zealand
www.idcresearch.co.nz/Events

IDC's Directions 2002
May 10
Grand Inter-Continental Hotel Seoul
Seoul, Korea
www.idckorea.com/event.asp

IDC's Business Process Outsourcing Conference 2002 - The Bottom Line of BPO
May 14
London
www.idc.com/en_US/events/eventsHome.jhtml

IDC's Directions 2002
May 14
Akasaka Prince Hotel
Tokyo
www.idcjapan.co.jp

Network World Town Meeting: Storage
May 14
Sheraton Tara
Framingham, Mass.
Also held in New York (May 15), San Francisco (June 11), Long Beach, Calif., (June 12), Chicago (June 19) and Dallas (June 20).
www.networkworld.com/events/storage/default.htm

Executive Q&A

continued from page 3

markets as buoyant ones. In 1996, *PC World* U.S. and *PC Magazine* both sold about the same at the newsstand — a key indicator of editorial vitality. In 2001, *PC World* sold 113% more copies on the newsstand than *PC Magazine*, making *PC World* far and away the leader among readers. The comparison is even more striking with *PC/Computing*, now *Smart Business*. In 1996, the title also sold about the same amount each month as *PC World* and *PC Magazine*. By the end of 2001, the title was selling just 12,000 copies on the newsstand, a drop of 92% from 1996; *PC World* today outsells them 11 to 1.

So yes, it's a rough market. But there is no question that IDG's business units are focusing like never before on delivering value to customers, which will always find a way to be sustainably rewarded in the long run.

celebrating 10!

Name
Catey DeBalko

Home
Redwood City, Calif.

Joined IDG
June, 1991 as marketing assistant at *InfoWorld*.

Career path
I've had the good fortune to work at several different business units. I was at *InfoWorld* for three years where I rose to marketing manager. Then I went to *Advanced Systems* (formerly *SunWorld*) where I was also a marketing manager. Then I moved over to IDG Marketing Services where I was IDG's corporate trade show and event manager. From there I went to *Solutions Integrator* magazine where I was director of marketing.

Current title
Vice president of marketing at IDG Communications. I am responsible for the marketing strategy and sales support of IDG's top 30 customers.

Best part of your job
Working with so many different business units and getting to know people who work in different areas of the company. I've worked on projects with just about every function there is: sales, marketing, editorial, finance, production, manufacturing, and operations, to name just a few.

I joined IDG because
Originally I wanted to be a journalist, and I thought the marketing job at *InfoWorld* would allow me to get my foot in the door at a respected publishing organization.

What's kept you at IDG for 10 years?
The quality of the products, the culture that inspires great ideas, the amazing people and the breadth of opportunity.

Interests outside the office
Hanging out with my family, traveling, reading, golf, and my two young nephews.

Family
Jeff DeBalko, stepson Ryan, 10, and stepdaughter Nicole, 15.

What talent do you wish you had
I would like to be able to play the piano.

Dream destination
The Four Seasons Bali

Fantasy job
Reporter

*IDG Chairman **Pat McGovern** recently dined at the Ritz-Carlton in San Francisco with IDG Communications' **Catey DeBalko** in honor of her 10th anniversary with the company.*

Your idea of a perfect day alone?
Taking my dog for a long walk on the beach, enjoying a nice lunch and watching movies until bedtime.

Favorite vacation spot?
Pebble Beach, Calif.

Manager's profile
"To undertake is to achieve/With fortitude of obstacle" — Emily Dickinson

"From my very first association with Catey I knew she was destined to achieve. It's impossible for me to overstate my deep respect for her personally. With immense capacity and passion for her work and an earnest desire to make others successful, Catey is a remarkable marketing professional. She is the indispensable link that brings IDG together. We are all so very fortunate to have Catey on our teams."

– Joan Kelly, president, IDG Communications

Marketplace: Take me away!

Haven't yet made your vacation plans? The classified ad section, Marketplace, on IDG World Update Online (www.idgworldupdate.com) might be able to help. How about a cottage on an island in Maine, a beach house in Aptos, Calif., or a home in a tennis community in Florida? Perhaps you might like to get there via motorcycle--there are two for sale online -- or by car (four ads). These and many other ads await your perusal. Or post a For Sale, For Rent, Wanted, or House Exchange ad of your own.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Laureen Austermann *Computerworld*
Ekapat Chareonlarp *IDG Global Solutions*
Mette Lautrup *IDG Denmark*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

6 MAY 2002
VOLUME 32, NUMBER 16

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

From a modest beginning, Contacts database keeps growing

IDG Australia's CD-ROM of corporate contacts and company IT data is market's best product

List rentals can be a lucrative source of ancillary revenue for IDG publishing units. IDG Australia, however, has expanded its rental business beyond subscriber lists to include a database that provides contact information, company data and IT data for more than 6,300 Australian businesses.

The Contacts team (from left): Telemarketer/Data Entry Clerk ***Kerry Mills****, VP/Interactive Group* ***Shirley Ingram****, Database and Promotions Manager* ***Stephen Dolan****, Account Executive/Contacts* ***Karen Hulsbos****, Data Analyst* ***Tiana Cavic****, Data Entry Clerk* ***Jenny Ahmelman****.*

Called, appropriately, Contacts, the database includes information on companies and organizations that are major users of IT, representing government, financial institutions, health care, retail, manufacturing and others.

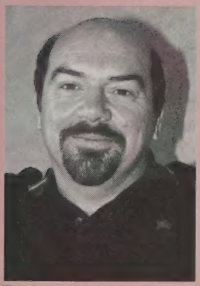
Contacts can be carved into six different database products: Blue Chip Contacts, SME Contacts, Corporate Contacts, Contacts IT/Gold and Contacts IT/Silver and Biotechnology (see sidebar page 4).

Among the information within the databases are a company's address, phone, fax, and URL; names of senior executives (CXOs, HR Manager, Marketing Manager, etc.), company data (revenue, number of employees, industry type and line of business), IT data (hardware/software used, installed base, development tools, telecommunications provider) and names and titles of key IT employees.

IDG Australia bought the database in 1998 when it consisted of 4,500 companies and the IT manager's name and title. In addition to vastly expanding the

continued on page 4

Martin Taylor named acting president at Computerworld



Taylor

Martin Taylor, former managing director of IDG New Zealand, has been named acting president of Computerworld Inc. in the U.S. where he will assist the Computerworld team in tackling the challenges and opportunities currently facing the company.

Taylor, who left IDG New Zealand last September after a 14-year career, the last 13 of which were spent as managing director, has most recently been advising the IDG Executive Committee on a number of publishing-related projects.

"Martin Taylor is uniquely qualified to bring a fresh perspective to our efforts to grow Computerworld," said CXO and Computerworld CEO **Joe**

continued on page 5

PC World, *InfoWorld* dominate annual Maggie Awards

Two IDG publications took home 10% of the Maggie Awards given by the Western Publications Association (WPA) last week. *PC World* and PCWorld.com collected six of the prestigious awards and *InfoWorld* five. (This year PC World won the most awards of any publisher and has won a grand total of 28 Maggies since 1988.) The awards ceremony, Folio: West, held April 26 in Los Angeles recognizes publishers' editorial and design excellence in 101 categories.

"IDG is extremely pleased to have been honored by the Western Publications Association again this year," said **Kelly Conlin**, president and CEO of IDG. "As the leading source for technology information,

continued on page 5

what I've learned so far about...

As part of an ongoing series about lessons learned in publishing, IDG World Update features individuals from across IDG. This week, ***Elizabeth Heichler****, editor-in-chief of the IDG News Service, shares some thoughts. You may reach her at elizabeth_heichler@idg.com.*

> *The most important thing a manager can do to prevent a remote staffer from feeling isolated is to be responsive personally and help the rest of the headquarters group to be responsive as well.*

Have you learned some lessons along the way in editorial, sales, marketing, production, circulation or any other functional area that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

Managing remote employees

The hardest thing about managing remote employees is remembering that it's even harder to *be* a remote employee. Especially when that remote employee is a journalist — a generally outgoing creature with a writer's need for communication and affirmation.

Picture this day in the life of a News Service correspondent in our typical bureau-of-one: You logon in the morning and don't see any e-mail from the mother ship? No news is bad news — it must mean that the story you filed yesterday was just barely OK. Or it means that important decisions are being made and no one has asked for your input. Or it means that important decisions have been made and no one is telling you about them. Oh wait, here's an e-mail from headquarters, addressed to all employees.... about the picnic outing planned for the Boston office — too bad for you! As the day wears on, your esprit de corps depends on instant-messaging banter with others stationed at lonely outposts in remote time zones, and God help you if they don't have a sense of humor. When a source calls you back and gives you just what you need to nail a nice scoop, there's no one to hear your whoop of exultation as you hang up the phone, no one to poke his head over the partition and ask what just happened. So you hum to yourself, write the story, file it to your editor, and then wait and wait for some feedback. At the end of the day you pat yourself on the back and go home, ready to logon to e-mail again the next day.

All right, not everyone is as sad a case as I was during my stint as U.K. correspondent for the IDG News Service. But I hope it gave me some insight and made me a better manager now that I'm directing a group of 28 people spread across the U.S., Asia and Europe.

Managing well basically means motivating people to do their best work, directing them to pull together as a team toward the goals that you have set and making sure that they have the support and infrastructure to do both. Here are some tips on how to overcome challenges to those tasks when managing a geographically dispersed group.

1. Combat isolation.
The most important thing a manager can do to prevent a remote staffer from feeling isolated is to be responsive personally and help the rest of the headquarters group to be responsive as well. Be willing to run interference for remote staff with your finance, administrative, systems and human resources departments. It's especially frustrating for remote staff when they're confronted with internal bureaucracy when they just need some help. Respond to e-mail promptly, be available on instant messaging if everyone on your staff uses it, and let it be known if your staff crosses many time zones that it's OK to call you at home.

Travel — of remote staff to headquarters and of managers to remote offices — is also important. While it's not uncommon for organizations to bring staff in to headquarters for a visit and training, visits in the other direction are often overlooked. However, it's enormously helpful to experience the environment in which someone works, and it also can help that person feel that management understands a bit more about the issues they face doing their job day-to-day.

2. Create a community.
Obvious but important are regular staff meetings, and cancelling the News Service's annual all-staff offsite this year due to budget constraints was something we did with a great deal of regret. Offsites have been a great way to build relationships between people on staff, which strengthens support networks on the job too. We also put teams of people who work far from each other together to cover shows and events, which hopefully induces some camaraderie, and we promote collaboration on stories among bureaus whenever possible.

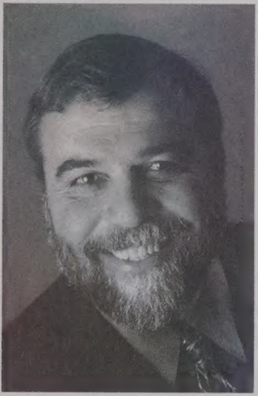
3. Bring out people's voices.
A sense that one is being heard is critical to any successful relationship, including work. Make sure people are in the loop and consulted whenever it's appropriate. Use e-mail threads to invite dialog on issues managers are discussing, such as how to improve in certain areas or reach difficult goals. We have a weekly news meeting over a teleconference link, and while the drawback is that the timing inevitably draws grumbles from some parts of the world (we span multiple time zones) it produces fruitful connections between people and good ideas often enough to be worth doing.

4. Make sure staff gets feedback.
Make sure you answer every remote staffer's unspoken question — "How am I doing?" — at least once per quarter. Don't miss an opportunity to shoot off an e-mail saying "good job!"

And finally, there's the overarching principle of how to make your life easier as a manager: hire the right people! For our organization, that means people who are resourceful, self-motivated and good at figuring things out on their own — and adventurous enough to have fun learning to navigate living in a foreign country. WU

executive Q and A

Frank Cutitta
IDG's senior vice president is this week's guest columnist. He may be reached at frank_cutitta@idg.com.



Frank Cutitta at-a-glance

Location Framingham, Mass.

Years with IDG 16

Scope of work My job is to present the full global breadth of IDG, and all of its operating units, to our top global clients and advertising agencies, as well as to key prospects that will become our key accounts of the future. I also work on a number of special domestic and international projects at the pleasure of the Chairman and CEO. The ultimate goal is to assure clients that they have an intimate relationship with IDG headquarters to complement the relationships they have at the local and regional business units around the world.

How do you work with IDG Global Solutions and IDG Communications?
Most of IDG Communications' U.S.-based clients are also our top global customers, and some place international advertising centrally through IDG Global Solutions. So my role is as a bridge between Global Solutions and IDG Communications customers when these customers are looking to establish or expand their global headquarters relationship with IDG, regardless of how or where their advertising is placed.

Q To what extent do you work directly with IDG's international business units?

A I work with them quite a bit at various levels. Most of the programs we develop are global by design and require local (in-country) business unit resources to be executed. I also work with these units when the vendor's global headquarters is based in their country. For example in conjunction with IDG Japan we recently visited the headquarters officials of the major Japanese IT vendors and their agencies to discuss IDG corporate capabilities and ways to broaden their global relationship with IDG.

More important is that many of the best practices and great ideas within IDG come from outside of the U.S. So it's very important to be aware of what these international business units are doing, especially in tough economic times, in order to export these incremental revenue platforms into other markets.

Q What are clients looking for in an IT media company more than ever before?

A Leads! Whereas brand advertising ruled during the largess of the dot.com economy, companies need to sell product — and fast — in 2002. Our clients are looking for a full panoply of integrated marketing, media, expo and research options. But unlike the past they want to quantify their investment by evaluating conversion to A-quality sales leads and eventually conversion to sales. We're actively involved in launching some very attractive new pan-IDG offerings to meet those needs.

Q What recent IDG products have offered new global extension and revenue opportunities?

A In addition to the rapid international acceptance of the Bio•IT World product line even prior to the U.S. launch, there are two others that come to mind. One is the Computerworld Global Best Places to Work project that harnessed the resources of 21 IDG operations around the world to produce a print and online product that will be delivered both locally and globally on May 6.

The other would be the global extension of the ITworld Webcast brand. The ability to localize and extend centrally produced Webcasts into multiple countries for a relatively modest incremental cost to the client has put IDG in a global leadership position in the broadband marketing media arena.

Q What counsel does IDG provide clients and agencies regarding the challenges of multi-country and cross-cultural advertising campaigns?

A I feel that the ability for us to provide cross-cultural consulting and seminars is a major differentiator between IDG and its competition. With more than 300 publications and Web sites, we literally have thousands of ads appearing in any single week around the world. Accessing our local offices and our readers in each country to analyze the look and feel of these ads and how that changes across borders is very powerful.

For example, we were the first company to conduct a virtual global focus group for an IT vendor back in 1997. In doing so we posted examples of copy and graphics for proposed ads onto secure Web sites in a number of countries and were able to use our online user base to analyze which creative would work and which would flop. In the case of this vendor they found that the bulbous black Weber barbecue grill they were considering as a graphic element in the campaign had very little recognition in most countries so they killed that element in those markets. They also found that owls can be perceived as very dangerous and ominous in some countries but can be perceived as a symbol of knowledge and intelligence in others.

As a result of gathering examples like this over the years I've been able to develop a series of presentations that address these cross-cultural context issues as they relate to print, online and recruitment segments of our business. These presentations focus on the do's and taboos of global marketing with graphic examples of success and horror stories from around the world.

As a means of providing further global branding resources for clients, in 1997 we launched a database of global print advertising from the top IT vendors in the world. This IDG Global Media Gallery (www.idgmediagallery.com) provides advertisers with a means of analyzing how centralized or decentralized the creative elements are as they cross borders. The database permits the user to sort by year, country and IDG product line. In addition to providing a great market intelligence resource to global marketers, the Gallery also serves as a subliminal sales tool reinforcing that all of the top global IT vendors place ads in IDG publications around the world.

Contacts at-a-glance

Blue Chip Contacts
- Corporate information: company name, revenue, address, number of employees, industry type and classification.
- All key job functions including CEO, CIO, CFO, COO, HR manager, marketing manager
- No updates. 12-month license
- 1,040 companies

SME Contacts
- Corporate information
- All key job functions
- Monthly updates. 12-month license
- 4,000 companies (fewer than 250 employees)

Corporate Contacts
- Corporate information
- CEO/senior management excluding IT job functions
- Monthly updates. 12-month license
- 6,300 companies

Contacts IT/Gold
- Corporate information
- All key job functions
- Monthly updates. 12-month license
- 5,500 companies

Contacts IT/Silver
- All IT information
- All key IT job functions including CIO, HelpDesk and e-Business
- Monthly updates. 12-month license
- 5,500 companies

Biotechnology Contacts
- Australia's only commercially available direct marketing database for biotechnology.
- 5,000 key people in the life sciences sector
- 1,500 organizations

Contacts

continued from page 1

database's content, IDG Australia now updates the list monthly rather than quarterly through the diligent work of in-house telemarketers.

"Originally we started Contacts to ensure that we get revenues from those companies that decided to direct market instead of advertise," said IDG Australia Managing Director **Don Kennedy**. "Now it's growing to be part of our integrated approach to each market we serve and a nice little profit center in its own right."

With Contacts an important part of its product portfolio, IDG Australia has more than tripled the revenues it had been getting for its subscription list rental business. Contacts' revenue has grown each year with the exception of year-to-date FY2002, given the downturn in IT marketing budgets. However, the staff expects a recovery in line with other IT marketing spending patterns.

Contacts customers, primarily vendors, recruitment firms and seminar/conference organizers use the database for targeted direct mail or telemarketing campaigns or a quick search for a company name or background research on a prospect. Users can generate their own mailing lists from the data.

Each version of the database is available as a 12-month license. Customers receive an updated database each month on a CD or via e-mail. Those customers who don't use the database frequently can bypass the annual license by simply requesting a list rental. Their selections are forwarded to a mailing house and follow regular list rental procedures.

"The marketing of this product has added to our list rental business, not hindered it," confirmed VP/Interactive Group **Shirley Ingram**. The staff promotes Contacts on the IDG Australia Web site (http://contacts.idg.com.au), in marketing magazines, at trade shows, via direct mail and through list brokers.

While customers often ask that e-mail addresses be part of the database's contact information, for now there are no plans to include them. "E-mail addresses are difficult to maintain, and we would rather not have the people on our list be constantly bombarded with e-mails," Ingram said. "Plus, e-mail addresses attract more stringent privacy law guidelines. We do display the company's Web address, so there is a means for customers to search out some e-mail addresses if they need them."

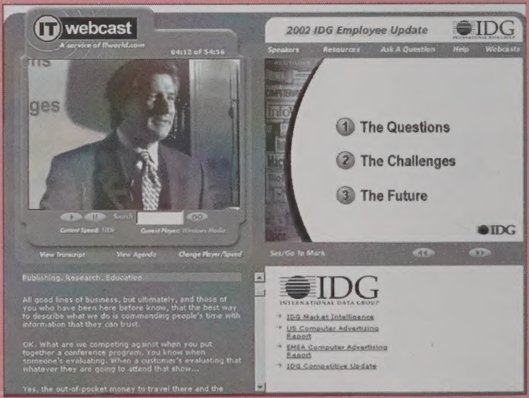
Contacts is unique in the Australian marketplace, in part because it is easy to use and updated frequently. There is only one other competitor that collects information on the IT usage of Australian businesses, and that product was recently taken over by a company that is not very focused on the database business.

Ingram noted that in Australia, company IT usage is not typically collected on the subscription form of a controlled circulation publication; demographic audits are only just beginning to be introduced. She said that while the rest of the database is updated monthly, the IT Data component will be updated twice yearly, rather than annually, beginning this year.

Contacts has proven so successful that IDG Australia created a Biotechnology Contacts in conjuction with launching Australian Biotechnology News in March. That CD-ROM includes information on 5,000 key individuals and 1,500 organizations in the Australian life sciences sector. IDG Australia also set up the New Zealand version of Contacts in February 2000 and ran the operation until IDG New Zealand purchased it in February 2001. IDG New Zealand List Manager **Sheila O'Brien** maintains and sells the database, and she and Ingram frequently swap marketing ideas and procedural changes.

For more information contact Shirley Ingram at shirley_ingram@idg.com.au. WU

Employee Webcast available on IDG Central



Publishing, Research, Education

All good lines of business, but ultimately, and those of you who have been here before know, that the best way to describe what we do is commanding people's time with information that they can trust.

OK. What are we competing against when you put together a conference program. You know when someone's evaluating. When a customer's evaluating that whatever they are going to attend that show...

Yes, the out-of-pocket money to travel there and the

ITworld.com has produced a Webcast version of the employee briefings recently held in Framingham, Mass., San Francisco and San Mateo, Calif. The presentation by IDG President & CEO **Kelly Conlin** covers current market trends, forecasts and growth opportunities.

To access the Webcast, visit IDG Central (www.idgcentral.com) and click on Enter IDG Central and enter your login and password. If you don't have a login and password, click on the link that reads, "Request a Login ID". If you have any questions or problems accessing the Webcast, send an e-mail to: globalcomm@idg.com.

Week of May 6, 2002

Senior Editor, Government Affairs (CXO)

CXO Media Inc. is seeking a Senior Editor, Government Affairs, to join its editorial team to serve both the market-leading CIO Magazine and the forthcoming CSO magazine, along with their affiliated websites. This position will be based in or near Washington DC and will be responsible for covering governmental and public policy developments and their impact on business and its use of information technology. Will report and write feature articles and other shorter pieces as well as assist other writers and editors with government-related information and insight, including occasional contributed reporting. Will also be responsible for generating story ideas in an entrepreneurial idea-development process; work remotely with in-house writers and editors on story development, direction, and focus; cultivate sources within government and/or have knowledge of government activities. Candidate must possess five years of business feature writing experience as well as 3-5 years experience covering government affairs. Ability to work well remotely, in a "lone-wolf" setting, is a must. Knowledge of business and technology issues a big plus. ***Location: Washington DC***
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Operations Specialist, CIO Best Practice Exchange (CXO)

The Operations Specialist will play a crucial support role in both shaping and maintaining the CIO Best Practice Exchange, our exciting new members-only online community for senior IT executives. The Operations Specialist will report to the Director of the Best Practice Exchange and will be responsible for: processing membership applications; tracking paid subscription orders; managing online customer notification service; maintaining customer database; maintaining document library; and supporting conference events and sales. Must possess good telephone and written communication skills, excellent organizational skills, and a comfort with web technology. Right candidate will be creative, energetic, detail-oriented, able to handle multiple tasks with multiple deadlines. Knowledge of high-tech industry a plus. ***Location: Framingham – MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Circulation Coordinator (GMG)

GamePro, the leading multiplatform gaming magazine and 3rd largest male teen magazine in America, seeks a CIRCULATION COORDINATOR. This support position reports to the VP Circulation in the GamePro Circulation Department. Position requires superior organizational, written and verbal communication skills. Tasks include report preparation, updating and analysis, customer service, filing, vendor supervision and follow-up, Internet website report access, and other tasks as assigned. There is opportunity for growth for the right individual. This is a ground floor opportunity to put your talents to work in a fun and fast-paced publishing environment. Computer Skills Needed: MS Word, Excel, Access, PowerPoint, Internet. ***Location: Oakland CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Marketing Associate (GMG)

GamePro, the leading multiplatform gaming magazine and 3rd largest male teen magazine in America, seeks a MARKETING ASSOCIATE. Position requires strong written and verbal communications skills, Word, Excel and PowerPoint experience, attention to detail and excellent time management skills. Tasks include creating and tabulating market/reader research, creating sales tools, assisting with promotions, maintaining the media database, and more. This position reports to the Marketing Manager. This is a great opportunity to put your talents to work in the exciting and fast-paced publishing environment. Computer Skills Needed: MS Word, Excel, PowerPoint, Internet. ***Location: Oakland CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Vice President/General Manager, Life Sciences Industry Research (IDC)

IDC, the global leader in advisory research on the adoption of technology, seeks a dynamic enterprise builder to serve as the General Manager of a new subsidiary that will provide advisory and consultative services around the strategic deployment of technology in the Life Sciences industries. This new venture is a strategic thrust for IDC in developing highly-focused, industry-specific business and technology advice. Combining the active commitment of IDC's executive leadership, IDC's global leadership in the IT advisory market information, world class methodologies, and 35 year history of penetrating new markets using start up units, this new venture is well positioned to succeed. This leadership position will be responsible for the development and execution of the unit's strategic plan and management of its marketing, sales and research operations. The successful candidate will have a proven track record of building and growing customer services and satisfaction across these highly integrated sectors. Please refer to idc.com for a complete job description. ***Location: Framingham – MA***
Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

(continued)

Go to http://careers.idg.com to view all current job opportunities at IDG

Vice President/General Manager, Financial Services Industry Research (IDC)

IDC, the global leader in advisory research on the adoption of technology, seeks a dynamic enterprise builder to serve as the General Manager of a new subsidiary that will provide advisory and consultative services around the strategic deployment of technology in the Financial Services industry. This new venture is a strategic thrust for IDC in developing highly-focused, industry-specific business and technology advice. Combining the active commitment of IDC's executive leadership, IDC's global leadership in the IT advisory market information, world class methodologies, and 35 year history of penetrating new markets using start up units, this new venture is well positioned to succeed. This leadership position will be responsible for the development and execution of the unit's strategic plan and management of its marketing, sales and research operations. The successful candidate will (be) have a proven track record of building and growing customer services and satisfaction in the financial services industry. Please refer to idc.com for a complete job description. ***Location: Framingham – MA***
Contact: E. Storch, Fax: 508-935-4432, Email: estorch@idc.com

Research Analyst, Storage Systems (IDC)

The disk storage systems industry is a dynamic area of technology that is rapidly evolving as storage moves increasingly to the network. IDC has an opening that will afford an analyst the unique opportunity to learn about this industry from the ground up. This individual will be a member of a team that collects and analyzes comprehensive disk storage systems data on a quarterly basis. Core responsibilities entail significant phone and email contact with vendors and regional IDC analysts; gaining in-depth understanding of the disk storage systems market, as well as the products and strategies of the assigned vendors; detail orientation to discern data patterns that are illogical. The analyst will gradually assume responsibility for understanding the impact streaming media is having upon the storage market, offering the potential to develop a unique area of expertise. Requirements: Bachelor's degree, strong interpersonal skills, competency in the use of Excel, analytical skills and ability to collaborate with team. Familiarity with some aspect of information technology and research experience is desirable. ***Location: Framingham – MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

District Sales Manager (ITW)

Based out of the San Francisco area, the District Sales Manager will be responsible for managing and growing accounts (clients and agencies) in the Bay area and additional states in the Southwest. The District Manager will team up with an Account Executive to sell ITworld.com's exciting line up of performance-based marketing solutions that focus on measurable ROI. The solutions you will sell range from industry leading multimedia webcast programs and custom white paper postings to newsletters, and traffic driving site links. The successful candidate will also focus on prospecting, identifying new accounts, securing and pursuing high-level appointments, preparing expert proposals, working closely with a variety of sales partners and closing significant new business to secure aggressive revenue goals. The Job responsibilities include managing existing account base, managing Account Executive partner, and prospecting for new clients. Write and present proposals resulting in incremental revenues and profits. Work with IDG's Global Communications group to develop integrated proposals for collective major accounts. 4+ years of outside Ad Sales, successful territory management, knowledge of the technology industry and Internet Sales experience required. Knowledge of current account base/accounts in the region a plus. ***Location: San Francisco - CA***
Contact: Email: jobs@itworld.com

Single Copy Sales Director (PCW)

PC WORLD Consumer Marketing seeks a single copy sales (SCS) expert to join its award-winning circulation team. Reporting to the VP, the SCS Director initially will oversee all newsstand sales for PC World magazine, with Macworld magazine a subsequent addition to his/her portfolio. The Director will be responsible for managing draw and sales efficiencies, maximizing single copy distribution in all channels, analyzing and enhancing sales, developing industry partnerships, reporting financials and meeting business goals. Candidates should have 7+ years SCS experience with a major paid circulation title, a track record of driving SCS revenues, a network of current industry contacts, and combine exceptional marketing and sales abilities with top-notch communications and analytical skills. ***Location: San Francisco - CA***
Contact: S. Pecar, Fax: 415-882-0936, Phone: 415-978-3305, Email: shawne_pecar@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Maggie Awards

continued from page 1

PC World staff members celebrate their wins. L-R: ***Kristina Saar****, editorial researcher;* ***Grace Aquino****, associate editor, features;* ***Beth Kamoroff****, assistant art director;* ***Tom Mainelli****, senior associate editor, news;* ***Pierre Granier****, associate art director, online;* ***Tom Spring****, senior reporter, online news;* ***Harry McCracken****, editor, and* ***Andy Brandt****, senior associate editor, features.*

IDG WORLD UPDATE

InfoWorlders who helped win their publication five Maggies include (standing, back row): ***Clary Alward****, copy editor;* ***Kate McLucas****, editor;* ***Doug Dineley****, senior section editor;* ***Lori Flynn****, associate art director;* ***Mark Jones****, news editor;* ***Ted Samson****, associate editor;* ***Gary Streng****, associate art director. Standing, middle row:* ***Stephanie Sanborn****, assistant features editor. Sitting on table:* ***Nancy Suess****, features art director;* ***Shannon McClish****, editorial assistant. Sitting:* ***Jack McCarthy****, associate news editor;* ***Alec Wagner****, senior copy editor;* ***Leslie O'Neill****, editor, special projects.*

IDG continues to be recognized year after year for the talent and accomplishments of our editors and to their unrivaled commitment to provide the highest level of editorial quality and design innovation."

The 51st Maggie Awards honor the year's best editorial and design in magazines, tabloids, newsletters and online media.

IDG publications won Maggies in the following categories:

Best Computer Magazine/Consumer — *PC World* (its fifth award in this category)
Best Non-Paid/Trade Publication (circ. over 50,000) — *InfoWorld*
Best Online Interview or Profile — *PC World* ("Three Minutes With Hacker Fosdick")
Best Online Publication Home Page — www.pcworld.com (second consecutive year)
Best Series of Articles/Trade – *InfoWorld* (Sept. 17, 24, Oct 22, "IT On Alert Special Reports")
Best How-to Article/Consumer – *PC World* (November, "Easy as MP3")
Best Table of Contents — *InfoWorld* (May 14)
Best Single Editorial Photo/Illustration/Consumer — *PC World* (June, "Long-Haul Lasers")
Best Overall Design/Trade — *InfoWorld* (May 14)
Best Media Kit/Consumer — *PC World* 2001 Media Kit
Most Improved Publication/Trade (Circ. Over 50,000) — *InfoWorld*

For 51 years, the WPA has served U.S. publications west of the Mississippi. For more information go to www.wpa-online.org.

Martin Taylor

continued from page 1

Levy. "From his international experience, he is keenly aware of how respected *Computerworld* is worldwide, its influence among information systems professionals and how valuable it is to IDG's overall success."

Taylor led IDG New Zealand from a year-old one-publication start-up to one of the country's largest magazine and Internet publishing companies. In 1993 he won the IDG Chairman's Cup for overall management excellence and formerly served as the president of the Magazine Publishers Association of New Zealand.

He may be reached at martin_taylor@idg.com.

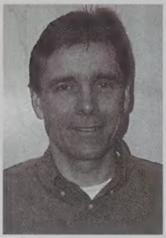
Mac Publishing's Colin Crawford gets broadcast gig

Colin Crawford*'s broadcast will air on AppleAudio.com from 7 p.m. CST on May 7 to 7 p.m. on May 8.*

Mac Publishing President & CEO **Colin Crawford** has been selected as the first guest speaker for AppleAudio.com's Special Edition Broadcasting. Crawford will read the news of the day, which will then be broadcast around the world via AppleAudio.com. "We are very excited to have Colin Crawford doing our kickoff broadcast," said Rustin Schroeder, founder of AppleAudio.com. "He is a huge influence in the Mac community and we admire the quality product that Mac Publishing brings to it."

Launched in October 1999, AppleAudio.com features a daily audio broadcast of the hottest Apple news from around the Web. Updated daily at 7 p.m. CST, the three- to five-minute QuickTime audio broadcasts comprise the day's top Mac-related news, rumors and headlines.

noteworthy people



IDG WORLD UPDATE

Blau

IDG WORLD UPDATE

Campia

Bradley

New employees

John Blau is the IDG News Service's new correspondent in Germany. A veteran technology journalist, he was a senior editor at *CommunicationsWeek International* for nine years before serving as international editor for CMP's *tele.com* magazine. Most recently, as a freelance writer he has contributed technology pieces to *The Financial Times*. A native of Minnesota, he holds a double major in German literature and political science from the University of St. Thomas in St. Paul, Minn. He has lived in Düsseldorf with his wife and three young sons (ages 7, 8 and 9) for some years and will continue to work from his home office.

Jennifer Campia joins the IDG Corporate Support Center as corporate communications assistant, coming from Boston's Fleet Center where she was executive assistant to the VP/ general manager. She graduated from the University of Hartford (Conn.) with a B.A. in criminal justice and an associate's degree in liberal arts. Away from Exeter Street she enjoys horseback riding, shopping, reading and the beach.

Kevin Brodie joins IDC West in Mountain View, Calif., as an account executive, Global Enterprise Advisory. He previously worked for Egghead.com as director of vendor sales and holds a B.A. in marketing from San Diego (Calif.) State University. A soccer enthusiast, he has traveled the world to watch the Liverpool Football Club play.

Transfers

After almost two years with IDC's Inquire Group, **Jennifer Gallo** has accepted the post of research analyst, PC Displays and Projectors. "Jennifer will be working along with me to build on the program's strong foundation and continue to grow it into an even larger part of the company's overall PC hardware business," said **Bob O'Donnell**, research director, Device Technology. While at the Inquire group, "she did a bang-up job of supporting numerous clients and services, including smart handhelds and the Internet," O'Donnell said. Prior to IDC, Jennifer worked at BTM Capital Corp. doing financial/portfolio analysis and on Fleet's trading floor at the Equity Derivatives desk.

Returning employees

Freeman Bradley returns to IDC in Mountain View, Calif., as associate vice president/Sales for the Industry Group. He was most recently VP/Sales, western region, for Neilsen Netratings in Milpitas, Calif. Prior to that, Freeman spent 7 1/2 years with IDC where he last served as associate VP, Hardware/Telecomm group. He holds a B.S. in marketing from Long Beach (Calif.) State University and enjoys spending time with his four-year-old daughter Erin, golfing and traveling.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Christian Mahler *IDG Germany*

16

Rich Mikita *ITworld.com*

14

Joan Kelly *IDG Communications*

13

Brian Clarke *IDC*

12

István Bíró *IDG Hungary*

11

Ágnes Héjjas *IDG Hungary*
Mandie Johnson *Macworld U.K.*

10

Heather Hudson *IDG New Zealand*
Kimberly Brinson *PC World*
Katalin Zimányi *IDG Hungary*

9

Sándor Keizer *IDG Hungary*
Gerald Wee *Computerworld Singapore*

8

Mark Evans *IDG New Zealand*
Daniel Kusnetzky *IDC*
Julie King *Computerworld*

7

Karen Smalarz *IDG*
Tatiana Engurasoff *IDC*

6

Daniel de Blas *IDG Spain*
David Fanning *Macworld U.K.*
Mari Keefe *Computerworld*
Richard Saia *Computerworld*

5

Christine Tenneson *IDC*
Robert Amatruda *IDC*
Carla Nash *IDC*

4

Angela Prasad *IDG New Zealand*

3

Alan Stafford *PC World*
James Nagle *IDC*
Teréz Berényi *IDG Hungary*
György György *IDG Hungary*
Mariann Gyürkés *IDG Hungary*
Martha Becquer *IDG Global Solutions*
Tomas Gonzalez *IDG Spain*
Woody Phillips *Macworld U.K.*
Jorge Magalhães *IDG Brazil*

2

Agness Kaku *IDG.net*
Max Green *PC World*
Paul Honens *IDC*
Ronald Kaplan *IDC*
Jay Gumbiner *IDC*
Susan Feldman *IDC*
Santiago Carro *IDG Spain*
Fernando Muñoz *IDG Spain*
Takuo Tsukamoto *IDC Japan*
Denise Tucker *IT World Canada*
James Galbraith *Mac Publishing*
Deborah Cummings *Computerworld*
Jennifer DiSabatino *Computerworld*

1

Ilona Juhola *IDC*
Vanessa Cabral *IDC Brazil*
Phil Cohen *IDC Canada*
Cheryl Patfield *IT World Canada*
Taro Akiyama *IDG Japan*
Takeya Tanno *IDG Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDC offspring explore their parents' workplace

Puppies, juice and listening to music might not seem like they have anything to do with IT market research, but thanks to a group of creative IDC staff in Framingham, 40 children of IDC employees have a much better idea of what their parents do when they go off to work in the morning.

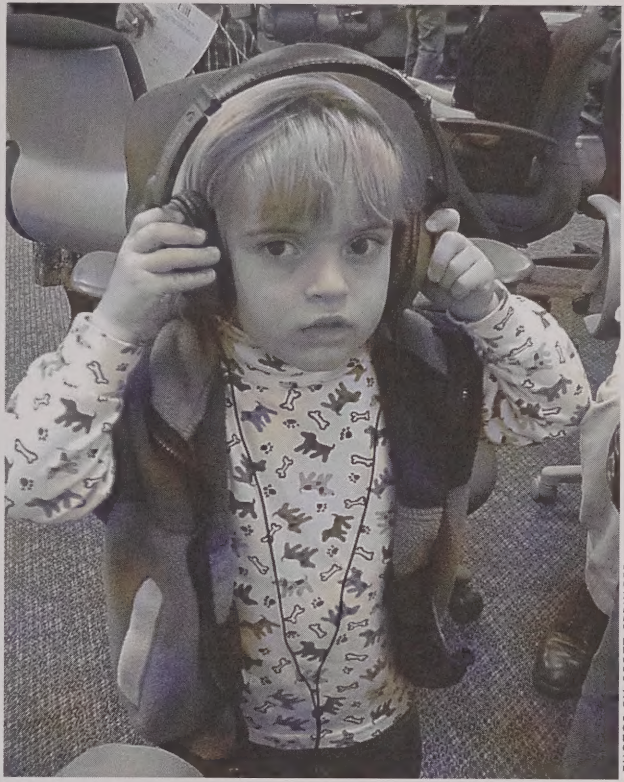
IDC's Take Your Child to Work Day is held annually in celebration of the national Take Our Daughters To Work Day, originally established through the Ms. Foundation for Women. Associate HR/Education Representative **Cynthia Holden** and HR Manager **Gil Lawrence** coordinated a morning full of hands-on activities for the young visitors, ages 3 to 11.

After guiding them through a get-to-know-each-other game, Technical Educator **Michele Tousignant** let the kids hit the keyboards in the training room, with an MS Paint program for the younger set and some examples of tools used at IDC (PowerPoint, Excel and Word) for the older crowd. Business Development Manager **Amie White**, Junior Staff Accountant **Dorothy Turcotte** and Research Vice President **Mark Levitt** introduced the group to what their respective departments are responsible for, using some examples kids can understand. White, for example, talked about marketing and asked the group what they would say to persuade their parents to get them a puppy.

Next, the group used their five senses in an opinion survey. Among a variety of choices, there were different juices to taste, scented candles to smell and Disney CDs to hear. Afterward, Senior Research Analyst **Brad Nisbet** and Education Manager **Carmen Matheson** talked to the children about what they liked and why and explained how IDC interviews people about their opinions and preferences regarding computer topics.

The activities wrapped up with an all-IDC pizza party. For details, contact Cynthia Holden at cholden@idc.com.

Emilie, 4, and Jesseny, 8, daughters of Senior Analyst ***Lucie Draper****, join in the fun.*



PHOTOS BY SCOTT SPRINGER

Sales Manager ***Tracy Floyd****'s daughter Isabel, age 4, ponders her choices at the listening station during the opinion survey.*

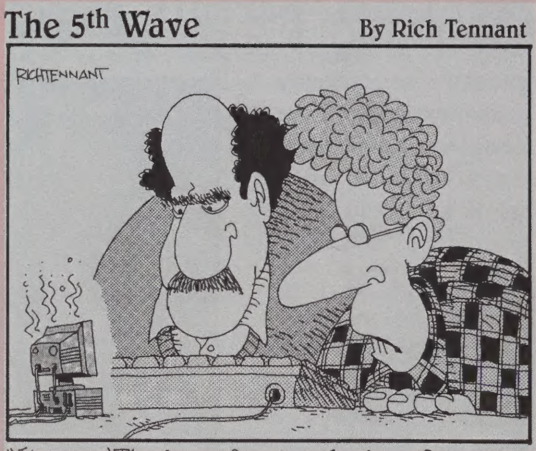
The children get to know each other at an icebreaker led by Technical Educator ***Michele Tousignant****.*

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, May 27.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* car dashboard "cell mates."

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Jennifer Devine *ITworld.com*
Shannon McClish *InfoWorld*
Harry McCracken *PC World*
Ann Roskey *ITworld.com*

Coming up

Business Process Outsourcing Conference 2002 - The Bottom Line of BPO
May 14
London
www.idc.com/en_US/events/eventsHome.jhtml

IDC's Directions 2002
May 14
Akasaka Prince Hotel
Tokyo
www.idcjapan.co.jp

Network World Town Meeting: Storage
May 14
Boston
Sheraton Tara, Framingham
Also held in New York on May 15, San Francisco on June 11, Long Beach, Calif., on June 12, Chicago on June 19 and Dallas on June 20
www.networkworld.com/events/storage/default.htm

IDC Storage Forum 2002
May 14-15
San Jose, Calif.
Fairmont Hotel
www.idc.com/events

IDG Executive Forums VORTEX 2002
May 19-21
Dana Point, Calif.
Ritz Carlton Laguna Niguel
www.idgexecforums.com/vortex

Network World Town Meeting: State of Security
Dallas
The Omni
May 22
Also held in Chicago on May 23, New York City on June 4, Boston on June 5, San Francisco on June 19 and Irvine, Calif., on June 20
www.networkworld.com/events/security/default.htm

Computerworld Honors Program
Gala Awards
June 3
National Building Museum
Washington, D.C.
www.cwheroes.org/home.asp

Computerworld Storage Networking World – EuroStorage
June 4-7
Noga Hilton
Cannes, France
www.snweurope.com/

IDC's Asia/Pacific Server Vision
June 18-27
Beijing, Seoul, Singapore, Sydney
www.idc.com/events

Macworld Conference & Expo
July 15-19
Jacob K. Javits Center
New York
www.macworldexpo.com

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

13 MAY 2002
VOLUME 32, NUMBER 17

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Storage Networking World draws enthusiastic crowd to desert

Attendees cite educational opportunities, chance to buy latest products as key attractions

The world's largest gathering of storage networking professionals assembled in Palm Desert, Calif., last month for the sixth U.S.-based Storage Networking World (SNW). More than 1,800 attendees and 85 sponsor/exhibitors were on hand for the four-day event, produced by Computerworld in partnership with the Storage Networking Industry Association (SNIA).

STORAGE
NETWORKING
WORLD

*Computerworld's **Ron Milton** kicks off SNW Spring 2002 for 1,878 attendees with an audience response system question on industry buying trends for storage networking.*

With an agenda packed with SNIA-sponsored tutorials, expert panels and end-user presentations, the conference lived up to its billing as the industry's best resource for storage education, product information and peer interaction. In an on-site audience poll, more than 90% of attendees listed educational opportunities and the ability to see and buy the latest technology available from leading vendors as the key attractions of this particular storage event.

"One of the most significant drawing cards for SNW's consistently high attendance is the fact that all 85 sponsors also exhibit at the event," said **Leo Leger**, Computerworld VP, Strategic Initiatives. "Add to this semi-annual buying/selling forum the fact that it also houses the industry's

continued on page 4

CXO's Policy Forum targets infrastructure security issues

Hundreds of business, technology and government leaders packed Princeton University's Dillon Gym last month to hear an impressive lineup of speakers discuss the progress that has been made to date in addressing security risks to the U.S. economy and the nation's critical infrastructures. The two-hour forum, which reached a global audience via a live Webcast and satellite broadcast, was the third in CXO Media's ongoing series of security-related Executive Policy Forums and served as the kick-off event to a two-day conference, "Critical Infrastructures: Working Together in a New World."

Co-hosted and co-produced by the U.S. Department of Commerce's Critical Infrastructure Assurance Office (CIAO), New Jersey Governor James E. McGreevey, the National Institute of Justice and CXO Media, the conference was designed to highlight best practices arising from Sept. 11, including homeland security and the protection of America's critical infrastructures including telecommunications, electric, power, transportation, oil and gas delivery and storage, banking and finance, water, emergency services and critical government services.

***Joe Levy** announced the launch of CSO magazine to forum attendees in April.*

In his opening remarks to attendees, CXO Media President & CEO **Joe Levy** highlighted the importance of the various constituencies represented in the audience working together to secure the country's infrastructure to protect it from future attacks.

continued on page 6

What in the IT world is hot potato routing?

If you don't know, you can make it up! In fact, that's the point. Check out the new contest on page 8 and take a chance at winning a $50 gift check.

Defense Agency CTO wins award

InfoWorld President & CEO ***Bob Magnuson*** *with CTO of the Year winner Dawn Meyerriecks.*

InfoWorld's 2002 CTO of the Year award was presented to U.S. Defense Information Systems Agency CTO Dawn Meyerriecks at last month's CTO Forum.

InfoWorld solicited nominations for the highly coveted award from editors, writers, readers and companies and then asked members of the weekly's CTO Advisory Council to review the nominees. Each candidate was reviewed by at least two Council members who ranked nominees according to demonstrated leadership ability within the CTO's organization, the industry and the CTO community, technical innovation, scope of influence and demonstrated results. *InfoWorld* editors made the final selection.

"All of the nominees this year were outstanding," said **Debby Courtney**, InfoWorld director of conferences and events. "As the CTO of a $4 billion agency charged this year with giving U.S. servicemen and women proven and adaptable command, control and communications capabilities in Afghanistan, Meyerriecks has shown foresight and visionary leadership under the most challenging circumstances."

InfoWorld's CTO Forum focuses on new technologies

High-profile, "no fluff" event features networking, knowledge-sharing

Chief technology officers often spend time thinking about how to efficiently network their company's computers. InfoWorld's third annual CTO Forum – held in San Francisco last month — gave CTOs and VPs of technology a chance to network with each other for a change. Attendees shared ideas and swapped stories from the technology trenches during three days of working sessions, panel discussions and talks by industry luminaries.

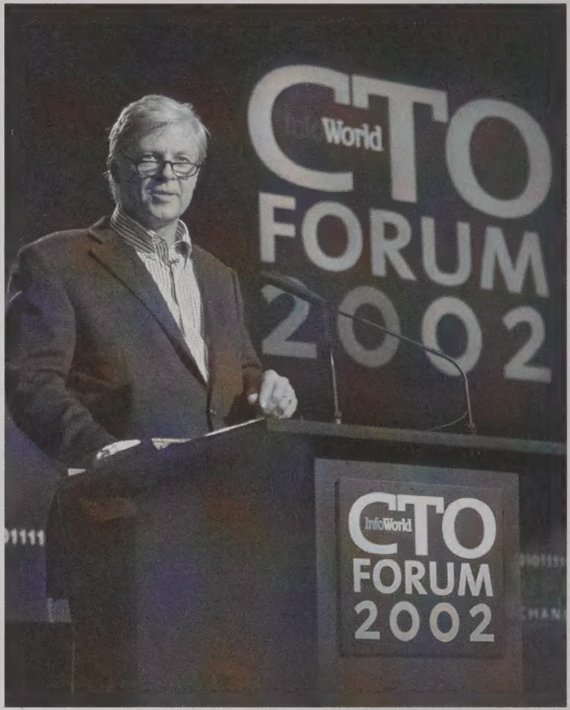
The Forum is "the only conference of its kind available to this audience – senior executives who drive their companies' technology strategies," said **Debby Courtney**, InfoWorld director of conferences and events. This year's Forum drew 250 invitation-only attendees (participants must have either "CTO" or "VP of technology" title).

"Our CTO Forum has become a signature event," said InfoWorld President & CEO **Bob Magnuson**. "This year [saw] our strongest attendance yet, the best set of speakers and panelists and a strong group of sponsoring partners. What's most gratifying is the message we hear over and over from attendees: That this is the one event they count on because its content drills deep into the technology issues and challenges they face as senior IT executives. 'No fluff' is the phrase we hear most to describe the Forum, and we take that as a high compliment from this group of very demanding executives."

Chosen by *InfoWorld* Editor-in-chief **Mike Vizard**, the theme of this year's Forum was "Constructive Disruption" and focused on technologies – Web services and edge computing, for example — that alter an organization in a positive way by providing new capabilities that were previously unattainable or unaffordable.

Speaker, panel and breakout session topics ranged from "The role of the CTO in today's economy" and "Software as a service" to "Extreme programming" and "IT project management and priority setting." The Forum drew such speakers as General Motors CTO Anthony Scott and IBM VP of Technology Strategy Irving Wladawsky-Berger.

General Motors' Scott said he considers the Forum a must-attend event for himself and his peers. "The CTO Forum is a who's-who of the best and brightest CTOs from around the world," he said. "It is the best event to understand the unique challenges facing CTOs today. I see more, hear more, and learn more from the event than any other single activity I do all year."



PHOTOS BY COURT MAST

InfoWorld's ***Bob Magnuson*** *said this year's forum featured the series' best set of speakers and panelists. Among them was Norman E. Lorentz, CTO for the U.S. Federal Government, who delivered the closing keynote on technology support for homeland security and online government initiatives.*

Creating a high-profile event like the Forum is a very collaborative process, Courtney said. Every group at InfoWorld – Events, Sales, Marketing, Audience Development and Editorial – plays a role in planning and executing the event.

EDS, Intel and Fatwire signed on as partner sponsors. "Since the CTO Forum is in its third year, we're able to point to our track record of being the only event of its kind where an audience of pure CTOs and VPs of technology — the true decisions makers within a variety of organizations from a variety of industries — gather," Courtney said. "For a sponsor, this is a one-of-a-kind opportunity to get face-to-face with an audience this targeted."

"The intellectual capital assembled at the CTO Forum demonstrates once again that CTOs are a major driving force of new technology," Vizard said.

The next CTO Forum will be held in early 2003. For more information go http://ctoforum.infoworld.com or contact Debby Courtney at debby_courtney@infoworld.com. WU

executive Q and A

David Fernando
The publisher of PC Advisor is this week's guest columnist. He may be reached at david_fernando@idg.com.

PC Advisor at-a-glance

Established October 1995. IDG purchased the publication in February 1996.

Location London

Number of employees 36

Products PC *Advisor*, www.pcadvisor.co.uk, *PC Advisor Tips & Tricks*

Recent accomplishments Improved newsstand market share by 3% in past six months and ROP advertising share by 1% year on year.

FY02 goals Maximize profits, build brand extensions and grow reader revenues.

Q Briefly describe the PC magazine market in the U.K. and *PC Advisor*'s status within it.

A PC magazine publishing is extremely competitive in the U.K. VNU publishes three competitors (*Personal Computer World*, *What PC?* and *PC Magazine*), Dennis Publishing another three (*Computer Shopper*, *Computer Buyer* and *PC Pro*). Future publishes *PC Plus*. All compete with another 10 PC-related magazines on the newsstand. *PC Advisor* is the youngest in our immediate market but is already the third-highest circulating title. Single-copy sales have declined in the PC magazine sector by nearly 30% over the past 18 months and one title (VNU's *PC Direct*) has closed, with perhaps another to follow. It's tough, but we're more than holding our own.

Q What have you done to control expenses?

A The usual variety of measures has kept an acceptable balance between revenue decline and cost reduction. Large expense savings have come in production, for which I have an excellent team, run by our Head of Production **Sharon Bird**, to thank. We negotiated much harder with suppliers – print and paper in particular and our move to computer-to-plate will result in significant savings from now on. Average issue sizes are of course lower, so we make production savings there too. We've also changed paper stock and CD cover packaging. Elsewhere we have instigated a new program with our distributors which will help sales efficiency and allow us to reduce print runs quite drastically going forward.

A greater focus on efficiency has meant that we have been able to reduce headcount by 15% over the past 12 months, mostly through normal attrition. Regularly keeping staff informed of the economic realities has helped manage expectations, and people have responded magnificently.

Q What's the latest news on the success of *PC Advisor*'s online Helproom?

A I'm told *PC Advisor*'s online communities are as good as anything within IDG. *PC Advisor*'s online Helproom currently answers over 150 technical queries a day and is assisted by a group of "online angels" – vetted volunteers who give their time to help out and advise others on our behalf for little other than official *PC Advisor* recognition.

PC Advisor online is officially the most popular online PC help resource in the U.K. and the most successful of all the publishers' PC magazine sites. It is the only magazine site to carry an ABC audit. The monthly 1.5 million page impressions are helping revenue growth beyond expectation. Our online team of **Guy Dixon** (editor) and **Oliver Dell** (technical) are mainly responsible for this fantastic success.

Q What's been the result of your recent experiences with increasing newsstand prices?

A Like *PC Advisor*, our competitors had all been priced at £2.99 (US$4.35) for some time. Single-copy sales had fallen across the board in the U.K., and my hunch was that our most loyal readers now constituted a larger share of our average readership and would be prepared to accept a small increase. It's also my aim to improve reader revenues. We had tested a price increase in a few areas last year, but results were inconclusive.

Then, last September, one of the competitors broke ranks and increased their cover price by 9%. Their single-copy market share did not reduce over two issues, so we just went for it and followed suit, raising our price to £3.25 ($4.72). The result? Although single-copy sales still fluctuate, our market share has actually increased. The lesson? Don't always rely on facts and figures, sometimes you need to go with your gut instinct. VNU's magazines have stuck at £2.99 – but they are not taking any copy sales off *PC Advisor*, and I believe we have established a higher perceived value in readers' eyes.

Q What kinds of custom publishing projects has *PC Advisor* taken on?

A This is an example of using existing resources and expertise to find revenue streams to replace declining ad revenues. We have published several reports both in print and online for HP, Minolta-QMS, NEC Mitsubishi, etc. The current big project is a pan-European booklet for Apple Computer focusing on the use of personal computing in the classroom. This will carry the IDG Global Solutions (IGS) logo (IGS won the business) and is in four language editions. It's exciting and profitable work, and the staff, (particularly editorial and design), have worked their socks off to make it happen.

Q Are any other publications in the works?

A I am committed to growing our business through new product launches and am always looking for new opportunities. *PC Advisor Tips & Tricks* launched on the newsstands as a quarterly this month. Then there's the possibility of *Bio-IT World* for the U.K., and when the time is right, we may see a corporate IT title appear also. Watch this space…

CW's Storage Networking World goes global

Computerworld is now in the fourth year of a long-term partnership with Storage Networking Industry Association that includes the production of two U.S. Storage Networking World conferences per year and endorsement of print and online custom publishing storage initiatives.

The Computerworld U.S. team will produce its second annual SNW-EuroStorage in Cannes, France, June 4-7. Numerous IDG publications are participating including IDG France's *Le Monde Informatique* and *Reseaux et Telecom* and IDG Germany's *Computerwoche*.

IDG Japan has produced an annual SNW event since January 2001, and Hong Kong-based IDG World Expo Asia produced its first annual SNW event in Hong in March. Later this month, IDG World Expo Asia will produce three additional SNW events in Beijing, Shanghai and Guangzhou.

Storage Networking World

continued from page 1

only Interoperability lab featuring an additional 50 companies and $25 million of hardware and software products, and it is clear why this is the industry's main event."

The SNW Interoperability Lab represents a unique cooperative effort among the 50 participating companies whose hardware and software offerings were made to operate as if in a single virtual corporation. "With perceived incompatibility between various vendors' products rated by some 80% of IT users attending SNW as having had a negative impact on their businesses, the SNW Interoperability Lab is understandably highly rated by attendees as a valuable component of the SNW," according to **Ron Milton**, Computerworld VP and general manager of Strategic Programs.

SNW comprises the most extensive conference program in the industry with 47 educational sessions and nearly 100 speakers in tutorials, keynotes, general sessions and practical workshops, said **Nan Jurgelewicz**, Computerworld conference manager. "A key draw of this event continues to be the large number of users who serve as speakers."

SNW and the other events launched by Computerworld's Strategic Programs and Events group such as the Premier 100 IT Leaders conference currently account for 20% of the company's overall revenue base and contribute significantly to profits. "Not bad for a division that didn't even exist three years ago," Milton said.

Recently, Milton added management of the CXO Media Executive Programs Team to his responsibilities, which, he said, will result in benefits to both groups. "For the future, the best practices and expertise of both teams will benefit the greater team while retaining 100% brand distinction and product differentiation as decentralized businesses."

For more details on Storage Networking World, contact Ron Milton at ron_milton@computerworld.com or visit www.computerworld.com/snw.

Members of the team that helped produce last month's event include (front row, l-r): ***Kate Davis****, customer service coordinator;* ***Rick Ciliberto****, facilities director;* ***Cynthia Laird****, manager, procurement/technical planner, CXO Media;* ***Brian Fuce****, manager, program operations, CXO Media;* ***Nan Jurgelewicz****;* ***Ron Milton****;* ***Ann Harris****, sales & marketing director. Back row, l-r:* ***Pam Malingowski****, customer service coordinator;* ***Michael Meleedy****, group manager, events;* ***Bernice Osborne****, operations manager;* ***Mike Mutrie****, IT manager;* ***Leo Leger****;* ***Lynn Mason****, operations coordinator; and* ***Derek Hulitzky****, VP marketing.*

IDG-wide focus on storage keeps competitors at bay

With the worldwide storage market currently valued at $59 billion for 2002 and on track to reach a forecasted value of $71 billion by 2004, according to IDC, Storage Networking World's future is bright, said Computerworld VP and General Manager, Strategic Programs **Ron Milton**. And while new industry entrants such as TechTarget and existing industry storage publisher Infostor try to compete with Computer-world and IDG, "the dramatic increase in FY02 editorial reporting on storage and business continuity across IDG's enterprise books has been helpful in fending off the attack," Milton noted. "Computerworld's 24x7 www.snwonline.com custom-published Webzine continues to be a drawing card for attendance at SNW events, complemented nicely by its custom-published bi-monthly storage white papers and the annual September global buyers' guide."

According to statistics recently compiled by Milton's team, editorial coverage of storage in IDG's English-language enterprise publications worldwide in the last 12 months (March 2001 to March 2002) included the following:

- 50,000 articles with Storage in the body text
- 4,963 articles with Storage in the keywords
- 2,016 articles with Storage in the title
- 1,719 articles with Storage in the description

In the past three months, storage coverage showed a significant increase with:

- 26,112 articles published with Storage in the body text (a 113% increase for the quarter)
- 4,209 articles with Storage in the keywords (a 300% increase for the quarter)

In addition to a total of eight Storage Networking World currently produced by Computerworld, IDG Japan and IDG World Expo Asia, Network World stages six Storage Town Hall Meetings per year and boasts more than 21,000 opt-in subscribers for its twice-weekly storage newsletter and more than 13,000 opt-in subscribers for its weekly Storage Alert. InfoWorld has 21,720 subscribers to its storage e-mail newsletter. Computerworld has in excess of 17,300 opt-in subscribers to its weekly Storage Newsletter.

---

in brief newsworthy

IDG grabs top spot in U.S. market share, revenue ranking

A new industry publication, *The 2002 Technology Advertising and Branding Report*, identifies IDG as the No. 1 tech magazine publisher in the U.S., ahead of both Ziff Davis and CMP. While IDG has always surpassed those publishers in total size, total number of publications and total number of readers globally, this annual study has in the past identified Ziff Davis as the largest U.S. technology publisher.

"As Ziff continues to shrink far faster than the overall market, IDG's lead in the U.S. market continues to widen, making it once again clear that IDG will emerge from this slowdown far stronger than its competitors," said **Allison Stamm**, who tracks global market share statistics for IDG.

IDG's net U.S. revenue for 2001 was $313 million with a market share of 23.2%, compared to Ziff's $306.2 million and 22.7% market share. Collectively, IDG, Ziff Davis and CMP Media continued their domination of the U.S. computer publishing market in 2001, combining for $862 million in net revenues and a 63% market share.

To view the complete article, go to http://idgcia.com for the link in the Collaboraction column.

Top U.S. Computer Publishers
Ranked by magazine revenues and market share, 2001 vs. 2000
($ in millions)

Publisher	2001	Market Share	2000	Market Share
IDG Communications, Boston	$313.0	23.2%	$515.3	30.6%
Ziff Davis Media, New York	$306.2	22.7%	$565.6	33.6%
CMP Media, Manhassett, NY	$242.8	18.0%	$269.3	16.0%

Source: Used with permission from Technology Advertising & Branding Report

The White House recognizes CXO Media for cybersecurity education contributions

CXO Media Inc., publisher of *CIO* magazine and www.darwinmag.com, was cited by the White House last month for its participation and contributions to the National Cyber Security Alliance's Stay Safe Online campaign. The Alliance (www.staysafeonline.com) launched a nationwide campaign in February to educate Americans on the need for computer security and to encourage all computer users to protect their home and small business systems.

Recognizing the efforts behind this campaign, Governor Tom Ridge, director of Homeland Security, and Richard Clarke, special advisor to the President for cyberspace security, honored Alliance members at a recognition ceremony at the White House. Vice President of News & Information **Susan Watson** attended the event on behalf of CXO Media.

As members of the Alliance, CXO Media conducted a proprietary study to determine what chief information officers and chief executive officers know about computer and information security, as well as what security measures these experts employ in their personal lives. The Executive Cyber Threat Awareness Survey (www.cio.com/info/releases/020702_release.html) concluded that CIOs and CEOs, the most technology and business-savvy individuals in the country, set and follow strict computer security guidelines in the workplace yet do not follow the same standards at home with their own PCs.

PCAdvisor.co.uk page impressions keep climbing

PCAdvisor.co.uk, the online accompaniment to the magazine *PC Advisor*, has boosted page impressions by 45% in the past 12 months according to a recent ABC ELECTRONIC audit. Consolidating its position as the U.K.'s leading PC magazine Web site, PCAdvisor.co.uk remains the only magazine Web site in its sector to be officially audited.

PC Advisor.co.uk, has twice in the past year been nominated for PPA awards (Best Interactive Magazine 2001 and Best Consumer Website 2001).

IDG World Update wins award

IDG World Update received a Gold Award for overall publication excellence in the 2001 Employee Newsletter Competition sponsored by the League of American Communications Professionals. *World Update*'s award was in the Class 1 Division for companies with more than 10,000 employees.

The judges' comments read: "If there's one thing that IDG knows better than anything else, it would have to be top-quality publishing. The developer of such publications as *PC World* hits the nail on the head with this well-designed and tightly written weekly newsletter, highlighting company developments, promotions and upcoming events."

For more details go to www.lacp.com/2001ens/c1.htm.

CXO Policy Forum

continued from page 1

"Because technology today is so pervasive, it is also one of our greatest vulnerabilities," Levy said. "Our nation's critical infrastructure is only as safe as the systems that power it [and] 90% of it is owned and operated by business, not the government. And the people who run it are chief executive officers, chief information officers and chief security officers."

Noting that these senior executives are in the hot seat today and will be even more so in the future, Levy told the audience of CXO Media's upcoming launch of *CSO* magazine (see sidebar) designed to answer the increasingly critical needs of this group for guidance, resources and a community from which to draw information and support.

Echoing the theme of the importance of public/private partnerships in securing the country's infrastructures, Gov. McGreevey said, "We no longer have the luxury to operate within our respective silos...collaboration will determine our success in providing for an integrated response to terrorism and strengthening our security systems."

Other participants at the two-hour forum, whose speaker and content development was spearheaded by the CXO Media News and Information team, included Richard Clarke, special advisor to the President for cyberspace security, Red Cross Interim President & CEO Harold Decker and John Tritak, director, Critical Infrastructure Assurance Office in the U.S. Department of Commerce.

Noting that "we as America do have and always will have enemies because of what we stand for," Clarke cautioned, "our enemies are capable, we must never underestimate them. They will use our technology against us. We need to move away from worrying about the threat and asking ourselves who is the threat, when are they going to attack, where are they going to attack, and what are they going to use as their weapons. We need to stop demanding that the FBI, the CIA and the other intelligence agencies tell us the answer to those questions before we start fixing our vulnerabilities...We need to look at ourselves in the mirror as a state, as an industry, as an enterprise, as a country and say where are the chinks in our armor...because we can begin to act now."

ALBERTO CAPOLINO

Among the CXO staff that helped ensure the success of the Policy Forum are (front row, L-R): ***Julie Hanson****, editorial operation specialist;* ***Lori Piscatelli****, News & Information assistant; second row, L-R:* ***Karen Fogerty****, media relations manager;* ***Kari Curto****, senior marcom development specialist;* ***Susan Watson****, VP, News & Information;* ***Sue Yanovitch****, marketing communications director; third row, L-R:* ***Sarah Crowley****, marketing communications coordinator;* ***Andy Burrell****, Web audience development manager; fourth row, L-R:* ***Walter Manninen****, executive vice president/ finance & operations;* ***Kaajal Asher****, designer;* ***Cynthia Petrillo****, finance manager;* ***Shannon MacDonald****, Web developer.*

During the second half of the forum, Arthur Miller, professor of law at Harvard University, moderated a panel discussion that focused on the role of media, business and government in developing effective policies for crisis communication and promoting public confidence. The 10 panelists included leaders in the public and private sector as well as Mark Jurkowitz, media writer for *The Boston Globe*, and Sally Hale, New Jersey bureau chief for the Associated Press.

Asked if his company's approach to dealing with the media had been affected by the events of Sept. 11, Alfred Koeppe, president & COO of the Public Service Electric & Gas Co., observed, "We are a lot more sensitive about revealing information. And that sensitivity extends beyond just the media. We need to look critically at what information we put on our Web sites, what information we publish...it's not trivial anymore."

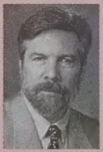
Capt. Kevin Hayden, deputy director for Emergency Management for the State of New Jersey, said that his organization had long treated the media as partners and stressed the critical role of the media in crisis communication. "A better educated and informed public makes better decisions. [The media] are an integral part of the response. They are as critical as police, fire and medicine."

At the end of the Forum Miller commented, "As moderator, I am simply struck by the fact that this [protecting our infrastructures] Is a job for 240 million Americans. We are a nation, this is our homeland, it must be defended."

The forum may be viewed at www.cio.com.forum3. For more information, contact Media Relations Manager **Karen Fogerty** at fogerty@cxo.com. WU

CSO magazine to debut in September

Targeting what has been identified as an underserved market, IDG announced last month that it will launch a new security publication and companion Web site for chief security officers (CSO) and other top-level executives responsible for protecting their organizations' technical infrastructure and intellectual capital.



McCreary

Slater

The publication, produced by CXO Media, will launch in September and have a controlled qualified circulation of 25,000 CSOs, CISOs (chief information security officers) and other senior executives who influence security strategy and purchasing. The editorial team will be led by **Lew McCreary**, editorial director of CXO Media, and **Derek Slater,** executive editor. **Joe Levy**, president and CEO of CXO Media and Computerworld, will head up the sales effort.

Levy

According to IDC, the worldwide market for IT security is expected to reach $46 billion by 2005. A Booz Allen Hamilton survey notes that 54% of corporations with $1 billion in annual revenue have a CSO on their executive staff.

The site, www.csoonline.com, is currently live.

For more information, visit www.csoonline or contact **Karen Fogerty** at fogerty@cxo.com.

IDG

Week of May 13, 2002

Project Manager, Custom Publishing (CXO)

CXO Media Inc. is seeking a Project Manager to join its Custom Publishing team. This individual will be accountable for managing client relations, publication production, operations and project administration for custom supplements, magazines and websites. The ideal candidate will possess 5 - 7 years work experience in marketing, magazine publishing or an advertising agency. The candidate must be able to multi-task in a fast paced environment and be detail oriented. Strong communication and customer service skills are essential. ***Location: Framingham – MA***

Contact: B. Senges, Fax: 508-875-4489, Email: bsenges@cxo.com

Research Analyst, Tracker Programs, Hardware Group (IDC)

The Tracker Analyst position at IDC provides a unique opportunity to work closely with the server and storage research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. This role will afford an analyst the unique opportunity to learn about this industry from the ground up. The analyst will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. Key responsibilities include assisting in the delivery of the Server and Storage Tracker to clients quarterly; ensuring the data has the highest level of quality and integrity through data analysis and reconciliation; analyze vendor's quarterly financial statement to increase market awareness; interact with worldwide and regional analysts to streamline the data process; assist in rolling out the new tracker website and query tool. See idc.com for a full job description.

Location: Framingham – MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Editor, JavaWorld (IDG.net)

As a member of the leading online magazine serving the technical Java developer community, the Editor will develop timely and high-quality editorial content for JavaWorld, including news stories, feature articles, how-to articles, and columns, maintain effective relations with authors, and act as a representative of JavaWorld at trade shows, press conferences, and other meetings. Creativity, self-motivation, attention to detail, accuracy, and a desire to keep up with new technologies in an ever-changing industry are encouraged and expected. The Editor will employ excellent writing, analytical, and journalistic skills. Three to four years of experience in computer journalism and publishing is required.

Location: San Francisco – CA

Contact: C. Wong, Fax: 415-267-4558, Phone: 415-267-4518, Email: carolyn_wong@idg.net

Western Region Online Sales Manager (IFW)

As a key driver of InfoWorld's online revenue growth, the Online Sales Manager is responsible for managing key accounts and growing a base of customers within the western region. The Online Sales Manager, working with the Online Ad Director, will coach and develop the Sales Team on selling InfoWorld's suite of Online Sales products and services. The Online Sales Manager will collaborate with both the InfoWorld and IDG Communications print sales teams to build strong and nurturing long-term relationships with key IDG clients and agencies. Must be equipped to accurately forecast business in the region. Must have technology background, a minimum of 5+ years sales experience, and 2 years online sales experience.

Location: San Mateo – CA

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

(continued)

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (ITW)
ITworld.com, one of the IT industry's leading performance-based marketers and Broadband publishers, is seeking an experienced Online Advertising Account Executive. We are the leading provider of advertising opportunities that focus on client ROI and the lead producer of turn-key broadband (webcast) marketing solutions for IT vendors such as Compaq, IBM, Intel and Microsoft. The Account Executive will report to the District Sales Manager to build and maintain strong client relationships, to vigorously prospect the North East / Mid West territory (which includes clients like Computer Associates, Unisys, Avaya, and agencies such as Carat Freeman, One to One Interactive, Circle.com, FCB-NY), prepare and deliver proposals to new prospects as well as present opportunities for existing advertisers to increase business. This position includes responsibilities for a personal and team sales quota. Qualified candidates must have experience in either Online / Interactive Sales or Agency experience at the Media Planner level or above. Qualified candidates must be highly organized, service- and detail-oriented, and be able to handle multiple tasks in a fast paced sales environment. Knowledge of the IT industry and / or established contacts within the Boston / NY Ad Agency community preferred.
Location: Southborough - MA
Contact: Fax: 508-303-9788, Email: jobs@itworld.com

Conference Manager (WEC)
IDG World Expo is seeking a talented Conference Manager to join their team. The Conference Manager is responsible for researching, planning, developing, and implementing a complete conference program. 2-3 years experience in conference content planning is required and tradeshow experience is a plus. This individual must have excellent attention to detail; superior written and verbal communication, organizational, and computer skills and be able to effectively work with all levels of staff and outside consultants. Overall knowledge of IT industry preferred. ***Location: Framingham – MA***
Contact: Email: ccjobs@idg.com

Registration Manager (WEC)
IDG World Expo is seeking a talented Registration Manager to join the IDG World Expo team. This individual will be responsible for managing all registration responsibilities for several events per year. Responsibilities include creating and maintaining registration pages online, print and on-site; reporting registration figures and demographic statistics; assisting with contract negotiations and ordering temporary convention staffing. Other responsibilities include ordering all registration related supplies such as event badges and badge holders as well as handling all incoming phone/email inquiries regarding registration for attendees and exhibitors. This individual must have excellent phone skills, strong customer service, attention to detail, excellent organizational skills and the ability to multi-task. 3-5 years of registration or industry related experience required. HTML knowledge a plus. Ability to travel a must.
Location: Framingham – MA
Contact: Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Bob Wescott *Computerworld*

19
Dorothy Adams *IDG Australia*

18
Susan Searle *IDG Australia*

15
Stephen Lennox *IDG Australia*

12
Simon Easterman *PC Advisor*

11
Christopher Norman *IDG U.K.*
Christine Flanagan *Computerworld*
Claus Egge *IDC U.K.*

10
Nancy Jonathans *PC World*
Masato Tsuchiya *IDG Japan*

9
Michael Siggins *CXO Media*
Jose Laco *IDC U.K.*

8
Michael Lasky *PC World*
Santiago Cruz *IDG Spain*

7
Jillian Jones *IDG New Zealand*
Lisa Radler *PC World*
Susan Brown *IDG*
Dorothy Allen *IDC*
Wolfgang Leierseder *IDG Germany*
Arinu Rajon *IDG Global Solutions France*

6
Art Jahnke *CXO Media*

5
Matthew Bennett *Digit*
Stephen Drake *IDC*
Thomas Eberth *IDG Germany*

4
Peter Smith *Computerworld*
Abby Ba *IDC*
Schelley Olhava *IDC*
Chi Phan *IDC*
Nancy Suess *InfoWorld*
Mindy Lim *Computerworld Singapore*
Marla Fruitman *IT World Canada*

3
Chandra Tallman *CXO Media*
Kim Cormican *CXO Media*
Kara Yokley *IDC*
Yvonne Engsig *IDG Denmark*
Silvia Garcia *IDG Spain*
Julia Sprenger *IDG Germany*
Lionel Lamy *IDC U.K.*
Catia Parmesan *IDG Italy*
Mauro Marangoni *IDG Italy*

2
Joe Sullivan *CXO Media*
Sally Ellison *CXO Media*
Owen Edwards *CXO Media*
Robert Mitchell *Computerworld*
Todd Weiss *Computerworld*
Andrew Mo *IDG Hong Kong*
Marc Mirabal *IDG Central Services*
Andrew Mayes *IDC*
Melissa Ohara *IDC*
Carmen Rodrigo *IDG Spain*
Joan Zafra *IDG Spain*
Silke Wintermantel *IDG Germany*
Alun Davies *IDC U.K.*
Francis Chang *IDC Canada*
Piergianni Rusconi *IDG Italy*
Kiwamu Hasegawa *IDG Japan*

1
Kevin Gerich *Computerworld*
Barbara Steinberg *Computerworld*
Thomas Pelle Fogh *IDG Denmark*
Diana Bonarius *IDG Germany*
Alex Gomez *IDC U.K.*
Cristina Gualteri *IDG Italy*
Brian Buizer *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

noteworthy people

Promotions

Formerly a coordinator in IDC's Education Department, **Cynthia Holden** now holds the title of associate HR/education representative. "During her two years here Cynthia has contributed greatly to the growth and success of the Education Program," said HR Manager **Jim Klepper**. Cynthia won the 2000 Corporate Services Rookie-of-the-Year Award as well as the Excellence Award for Teamwork at the most recent IDC company meeting. Her new position will combine her education-related activities with new HR generalist responsibilities.

New employees

InfoWorld Engineering Manager **Derek Butcher** recently served as senior engineering manager for the Disney Internet Group. He has a B.S. in psychology and computer science from the University of Washington in Seattle. Outside the office he finds time for skiing and tennis.

Previously a client project manager with E*Trade Business Solutions Group, **Susan Silver** joins the Enterprise Consulting Group at IDC West in Mountain View, Calif., as an inside sales representative. She holds a B.BA in operations research and information systems from Eastern Michigan University in Ypsilanti, Mich., enjoys travel and dining out ("but only good food") and recently walked 60 miles and raised over $5,000 for breast cancer research in the Avon 3-Day Walk.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Coming up

IDC's Business Process Outsourcing Conference 2002 - The Bottom Line of BPO
May 14
London, U.K.
www.idc.com/en_US/events/eventsHome.jhtml

IDC's Directions 2002
May 14
Akasaka Prince Hotel
Tokyo
www.idcjapan.co.jp

Network World Town Meeting: Storage
May 14
Sheraton Tara
Framingham, Mass.
Also held in New York on May 15, San Francisco on June 11, Long Beach, Calif., on June 12, Chicago on June 19 and Dallas on June 20
www.networkworld.com/events/storage/default.htm

IDC Storage Forum 2002
May 14-15
San Jose, Calif.
Fairmont Hotel
www.idc.com/events

IDG Executive Forums VORTEX 2002
May 19-21
Dana Point, Calif.
Ritz Carlton Laguna Niguel
www.idgexecforums.com/vortex

celebrating 10!

Name
Simona Cattaneo

Home
Milan, Italy

Joined IDG Italy
November 1990 as the Traffic Office assistant for *PC World Italia.*

Current title
Coordinator of the Traffic Office and sales assistant for *PC World Italia* and *Macworld Italia*. I manage advertising orders, tabulate the invoices, analyze the clients' investments, etc.

Best part of your job
Preparing the statistics.

What's kept you at IDG for 10 years?
In general the positive ambience.

Best compliment you've ever received on your work?
Someone told me "Simona, you are really like a rock!" which means I have a great spiritual/moral strength.

Best piece of advice you've ever received?
"Try always to do better than you are already doing."

Interests outside the office
Travelling, mountain biking, swimming, jogging, reading and dancing.

What trait do you wish you had that you don't have?
I wish I was able to have more patience sometimes.

Dream destination
Australia

Fantasy job
Owning a clothes shop.

What is the last good deed you did?
I adopted a child from a distance. He is 5 years old and lives in Kenya.

*IDG Chairman **Pat McGovern** escorted **Simona Cattaneo** to lunch at Milan's Cascina Monluè to celebrate her decade of service to IDG Italy.*

As a kid, what did you want to be when you grew up?
A teacher.

First job?
Worked part time for a car dealer.

One possession you'd grab if your house were on fire?
My books.

What disc is in your CD player right now?
Renato Zero, a famous Italian singer

What book is on your nightstand?
"Messaggi dai Maestri" by Brian Weiss.

Favorite vacation spot?
The island of Capri.

Manager's profile
"Simona is conscientious, careful and loyal. When I am out of the office I'm sure that there will be no problems because Simona is really able to solve any situation. She is excited by challenges and always faces difficult situations with resolution and enthusiasm. Simona has an in-depth knowledge of her job, so having her on our team is a guarantee of quality and success."

— *Mauro Buccola, Advertising Sales Director, Consumer Magazines*

Define IT!

Did you have a *cookie* for lunch or merely *snake oil*? How did you spend your afternoon – *dithering, feathering* or *bump mapping*? Is your *FQDN* on the *UPnP*? Don't know what we're talking about? Make something up.

The world of information technology is jam-packed with strange terms and confusing acronyms. *World Update* invites you to add to the chaos by creating your very own definitions for some of these words and letters. To get the fun started, a $50 American Express gift check awaits the creative author of the funniest fake definition for:

hot potato routing.

Send your entries to world_update@idg.com by Tuesday, June 4. And watch this space to read the winning entry.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Fogerty *CXO Media*
Sophie Pietras *IDG Italy*
John Richards *InfoWorld*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

20 MAY 2002
VOLUME 32, NUMBER 18

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

CW's "Best Places to Work" issue goes global

Journalists from 21 Computerworld titles contribute content

> *"All of the editors and writers involved with this worldwide should take a bow. They overcame every hurdle — from language barriers to shifting deadlines — and they did it with limited resources. It was an awesome show of IDG's global strength in journalism."*
>
> — Maryfran Johnson

Computerworld's ninth annual Best Places to Work in IT issue ranks as a bigger and better edition than any of its predecessors, taking on a global dimension that made it the largest collaborative editorial project ever attempted by IDG publications.

For the first time, a worldwide list of the 100 Best Places to Work in IT joined the annual list of U.S. companies cited as most alluring for technologists. Coordinated by *Computerworld* U.S., the Best Places special report involved journalists from *Computerworld* titles in 21 countries and sales representatives from IDG Recruitment Solutions, IDG Global Solutions and the JobUniverse team in Germany (see article page 5).

BEST PLACES TO WORK

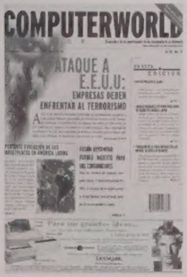
Whether in Ecuador or England, IT employees seek competitive salaries, unstructured work environments, access to challenging technology and strong career development support.

Computerworld devoted most of its May 6 issue to the Best Places special report along with extensive online-only resources such as interactive charts that could be sorted by company, region, industry and benefits offered. Special Projects Editor **Ellen Fanning** and co-coordinator **David Weldon** worked with regional editors to compile the full report, which consisted of:

- An overview feature story on what makes for a "best place to work in IT," such as training, salaries/benefits, access to exciting technology, retention of IT workers, diversity hiring and advancement and a commitment to work/life balance.

continued on page 4

IDG's Ecuadoran partner celebrates 10 years of *PC World*



Last month, IDG's Ecuadoran publishing partner, Ediworld, S.A., marked the 10th anniversary of that country's leading IT monthly as well as the 100th issue of its most popular IT enterprise publication with special issues of *PC World* and *Computerworld* and a party for 200 key clients and industry executives.

PC World Ecuador, which has a monthly circulation of 10,000, quickly gained a large and loyal following after its launch in 1992 and today dominates a market in which the only competition comes from a non-local edition of *PC Magazine*. Its 10th anniversary edition contained an in-depth profile of Internet users in Ecuador.

Computerworld Ecuador, which is published every other week, debuted on April 20, 1998, and has a circulation of 7,500. Until recently, *Computerworld* faced no local competition but recently, *Conectados*, a monthly Internet magazine, broadened its focus to cover IT business news and features.

> *"Our goal is to publish IDG's best magazines in South America and to become a reference for other publications in the region."*
>
> — Paulina Peredes

Despite the current advertising slump that is facing IT publishers worldwide, Ediworld Publishing Director **Paulina Peredes** remains confident. "Our local competition is still weak, and our publications are the most recognized among IT readers in Ecuador," Peredes said. "*Computerworld* and *PC World* are the most established publications in their markets and each has a larger paid subscription circulation than any other publication in its space."

Looking forward, Peredes said, "Our goal is to publish IDG's best magazines in South America and to become a reference for other publications in the region."

what I've learned so far about...

*While most IDG employees find themselves on the receiving end of stacks of press releases, each business unit also generates its share of releases touting its latest award, circulation increase or newest product launch. This week, PC World PR Manager **Amy Dalton** shares some tips on improving the chances that a release will catch an editor's eye. She may be reached at amy_dalton@ pcworld.com.*

Getting press releases picked up

Do batch jobs in your head. Years ago, I dated a computer programmer who used to "do batch jobs" in his head, compiling lines of C++ code as we walked down the street. Ignoring the Nerd Factor, the technique works the same for writing copy. If you're stuck on a headline, let it simmer in the background and go about your business. The headlines for a recent press release, "Here's a Tip: Read *PC World*'s Ultimate How-To Guide" (for our June All-Tips Issue), popped into my head while I was in the shower.

Subheads are your friend. If my press release has three main parts, I select the most important for the headline, and use a subhead to drive home the rest. You often have 15 seconds (or less) of an editor's time to grab his or her attention, so don't make them hunt for the news.

Sneak up on deadlines. I often need to write press releases on short deadlines (they are about news, after all!), so to avoid writer's block, I often write them out of sequence: add a chart here, place the boilerplate there, toss in a place-holder quote, answer a few e-mails, play a quick game of Mah Jongg Wall. If you circle around something long enough, the next thing you know, it's done!

Lies, lies, and statistics (or There's More Than One Way to Skin a Research Study). One of the puzzles I enjoy solving is how to best represent *PC World* in a research study. There are so many ways to look at the data — absolute readership, percent growth, percent advantage – that it's sometimes like piecing together a house of cards. Also, the slightest word choice can alter the meaning of a number, so you have to be very careful.

Build — don't settle on your foundation. You might have written about the same editorial award five years running, but there's always a new way you can report the news. Have you won this award two years in a row? Did the article already win another award? Is there more you can say about the editors or the subject matter of the winning entry? Does the award add credibility to your overall positioning or wider business and editorial objectives?

Words are fun! High-tech press releases are notorious for their use of jargon and buzzwords. I try to shake things up with unexpected and well-chosen words — even if they get edited out later. Some of my personal favorites: gratis, pinpoint, zenith, and ballyhoo. PCW CEO **Jeff Edman** and I play a game in which I pepper press releases with "Dalton Words" — sometimes I toss them in just to see if he'll catch them — and we go through the ritual of adding them to a list he keeps in his desk.

Plagiarize. Whoa, what did she say? When writing press releases about *PC World* articles, I draw heavily and shamelessly from those articles. I don't spin, I don't make promises that the editors can't keep. The reason the releases work is because I let the editors' voices speak for themselves. This also applies to any press release — as much as you are able (use a tape recorder if you have to) capture and bottle the words from the source. If it's the circulation VP talking about why the newsstand numbers are noteworthy or the production director explaining the digital workflow — they know the news hook. I put a bow around it.

Keep it short. There's nothing more mind-numbing than a four-page press release, blathering about the latest end-to-end solution. Say it in two-pages or fewer, or don't say it at all.

It ain't always news, kids. When companies sign partners, reach goals, or hire an employee, the first reaction is often: Let's send out a press release! Sometimes the achievement *is* newsworthy, but sometimes it isn't. Maybe it's appropriate, however, to include in a letter to clients or in a targeted e-mail to an interested journalist or as part of a larger story that is press-worthy. Which leads to the next point:

Why? Are you trying to reach a customer set? Influence ad dollars? Boost newsstand sales? Burnish your image in the publishing industry? Different business objectives require different approaches. Knowing what your goals are first helps make for a well-written, well-directed release.

Use a rifle, not a shotgun. I am terrified of guns, but the metaphor is apt: any press release — no matter how well-written and researched — is only as good as the media list to which it is sent. Relying solely on news wire services to deliver your message will waste your money, chip away at your credibility, and increase the odds of it being relegated to the circular file.

You may be good, but you're no Tom Cruise: While he might have won Rene Zellweger at "hello" in *Jerry Maguire*, most press releases are just the beginning of a conversation with a journalist. Turning that press release into articles and interviews takes timing, tact and a lot more work. WU

Have you learned some lessons along the way in editorial, sales, marketing, production, circulation or any other functional area that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

primer back to basics

Audience Development

***Andrew Burrell**, the audience development manager at CXO Media Inc., is this week's columnist. He may be reached at aburrell@cxo.com.*

Tips for effective audience development

Burrell shares two ideas that have worked well at CXO Media:

CIO.com Services
We have added a section at the end of our newsletters that is neither editorial nor advertising but highlights new and interesting offerings on our sites.

Link to CXO
We invite vendors, academic institutions and non-profit associations to link to content on our sites that may be relevant to their readers. We include logos and regular updates of what is available. This program provides these other sites with a ready supply of content at no charge and simultaneously drives traffic to our sites.

Q What is audience development?

A At CXO Media, audience development is responsible for developing and executing programs to build online audiences and the services that keep online readers coming back. Online audience development affects every aspect of our sites, including content development strategies, newsletters, marketing, e-commerce, sales, usability and revenue.

This breaks down into two primary functions. First is attracting an audience to our sites and keeping them there in order to develop traffic that can then be monetized through advertising and sponsorship sales. The second function is to develop new revenue streams by offering fee-based products and services directly to our audience.

Q Do IDG business units use different definitions or approaches to audience development?

A I believe so. Some combine audience development with circulation and others focus upon audience development as a revenue-generation system. At CXO our Web team is part of our editorial team, but in my role I tend to work most closely with our marketing department for print/online initiatives such as vendor programs, live events and research. But we also consider our e-commerce initiatives to fall under audience development so programs like The CIO Store (www.theciostore.com) and the CIO BuyersandSellers Network, which generate revenue from our readers, are my responsibility as well.

Q It seems like audience development is a relatively new term. How do you think it evolved?

A We have learned that online readers' habits differ from those of our print publication readers. We have also been able to identify new business opportunities and revenue streams arising from these differences. Think of the audience development function as being similar to the well-established print circulation function except it addresses the different consumption habits of online readers.

With the controlled circulation model of our print publications, readers are identified as being a qualified recipient of a publication by title, demographics, company size, etc. and then offered a subscription. Qualified readers need take no additional action (except to re-subscribe once a year), and they receive the print publication on a regular basis.

Online readers need to take action every time they wish to view our content. This requires us to actively pursue them through e-mail, hyperlinks and strategic alliances. An interesting characteristic of online readers is their search-and-conquer attitude. These readers are not waiting for an editorial staff to sift through the noise in the marketplace, create content, package it in a tasteful and relevant manner and deliver it to their offices. They are impatient. They are out searching for the answers they want – now. They are more accustomed to receiving information through their desktop. Their attention span is more fleeting and they are more likely to be distracted.

Q Briefly describe a typical day in your life as an audience development manager.

A My day is split between creating and deploying online marketing campaigns for a variety of programs on our four Web sites and growing our e-commerce programs. Marketing programs can range from introducing new products available on The CIO Store to promoting Webcasts to surveying our audience for new research projects. E-commerce involves sales, fulfillment and customer service for any of our revenue-generating programs exclusive of ad sales and sponsorships. Some of the tools we find most effective are house ads, newsletters and strategic placement of messaging on the different areas on our sites.

Q What are the top challenges an audience development manager faces?

A The newness of the job function. Even though I have held this position for over a year, I am questioned regularly on what audience development means and how it is measured. Online publishing is a nascent industry and the guidelines are still evolving so it is necessary for us to create some benchmarks on our own and then deploy our tools and measure the results. We use response tools in the form of surveys and behavioral tools in the form of observation.

We survey our existing online audience to determine what other online activities they are engaged in when not on our sites. We then make a decision on whether to provide similar services if they are compatible with our own business model. The goal here is to drive new and repeat visitors to our sites.

As for behavioral tools, we identify what readers are doing after they come to our sites through the use of software such as WebTrends, and try to provide more of that type of experience for them. The goal here is to keep them on our sites longer with compelling content and services.

Computerworld

continued from page 1

Computerworld's copy desk, design team and Web group made the Best Places project a reality. Back row, from left to right: ***Stephanie Faucher*** *(design),* ***April O'Connor*** *(design),* ***Jean Consilvio*** *(copy desk),* ***Mike Parent*** *(copy desk),* ***Eugene Demaître*** *(copy desk),* ***Bob Rawson*** *(copy desk),* ***Jamie Eckle*** *(copy desk),* ***Tom Monahan*** *(Web). Front row, from left to right:* ***Jacqueline Day*** *((copy desk),* ***David Waugh*** *(Web),* ***Michele Lee*** *(copy desk),* ***Mark Savery*** *(Web),* ***Julie D'Errico*** *(design),* ***Mari Keefe*** *(research),* ***Ellen Fanning*** *(special projects editor).*

SUSAN CAHILL

In-country contributors

Antoni Bielewicz (Poland), **Tom Helge Berglie** (Norway), **Bronislovas Burgis** (Lithuania), **Charlene Carroll** (South Africa), **Carlos de la Iglesia** (Spain), **Anthony Doesburg** (New Zealand), **Ellen Fanning** (U.S.), **Martin Fatun** (Czech Republic), **Claude Frison** (France), **Hans Koeniges** (Germany), **Alessandro La Spada** (Italy), **Finn Morsing** (Denmark), **Karin Myren** (Sweden), **Isabel Ordouez**, (Ecuador), **Steven Schwankert** (Hong Kong), **Karin Tzschentke** (Austria), **Vladimir Vladkov** (Bulgaria), **Cindy Waxer** (Canada; freelance editor), **David Weldon** (U.S.), **Chin Wong** (the Philippines), **Matthew Woollacot** (U.K.; freelance editor) and **Katalin Zimanyi** (Hungary).

- Seven regional feature articles focusing on IT companies in North America, Asia/Southeast Asia, Northern Europe, Africa, Central Europe, Western Europe and South America.
- A chart listing and profiling key 2001 information for the top 100 companies worldwide (Web site address, percentage of IT staff turnover and promotions, percentage of IT staff employed more than five years, average training costs per employee, etc.)
- Short profiles of each of those companies.

Local *Computerworlds* were also given the survey questionnaire and the criteria that *CW* U.S. used to collect data and rank the best American employers for IT workers. Each *Computerworld* was free to use that questionnaire or devise its own method for determining the best companies in the local market. *Computerworld* U.S. further supported the global Best Places project by covering costs for local photographers and the writers of the regional trend articles.

Now that all the information is compiled, each participating *Computerworld* can use whatever portion it considers most valuable to its audience and enhance it with local coverage. On June 25, for example, *Computerworld Szamitastechnika* in Hungary will include excerpts from the Best Places report along with a profile on Ericsson Hungary by Column Editor **Katalin Zimanyi**. *Computerwoche* presented the results of its second annual Best Places to Work in IT in Germany during CeBIT in March, but shortly after the Best Places Worldwide list was published in early May, Senior Editor **Hans Königes** wrote about the Best Places project and reprinted several of the *CW* U.S. articles.

Best Places became reality thanks to many individuals. "The participating editors did a tremendous amount of work collecting the data and writing the company profiles; their contributions were key to the success of the project," Fanning said. "**Elizabeth Heichler** and **Marc Ferranti** of the IDG News Service were essential, helping us locate editors, freelancers, and generally facilitating our communication with the other editors. Here at *CW*, Research Manager **Mari Keefe** and Research Associate **Allison Wright** compiled and checked the chart data. And our Web team – **Mark Savery**, **David Waugh** and **Tom Monahan** – did a great job designing the online chart for global use. Plus our designers and copy desk packaged and polished it all in a very short time frame. It was a real team effort from beginning to end."

"Ellen and our design team made this massive effort look so seamless, but it was actually the most complex project we've ever taken on," said **Maryfran Johnson**, editor-in-chief of *Computerworld*. "All of the editors and writers involved with this worldwide should take a bow. They overcame every hurdle — from language barriers to shifting deadlines — and they did it with limited resources. It was an awesome show of IDG's global strength in journalism."

Fanning said she hopes to see even more *Computerworlds* get involved next year, now that this year's Best Places edition can serve as a guide to what to expect. "It's a project that has the potential to get bigger and better every year," she said.

For more information contact Ellen Fanning at ellen_fanning@computerworld.com.

Top 10 U.S.-based Best Places to Work in IT for 2002

1.	University of Miami	Coral Gables, Fla.
2.	State Farm Insurance Cos.	Bloomington, Ill.
3.	Avon Products Inc.	Rye, N.Y.
4.	Fannie Mae	Washington, D.C.
5.	Cabot Corp.	Boston
6.	Home Depot	Marietta, Ga.
7.	Harrah's Entertainment Inc.	Las Vegas
8.	Reader's Digest Assoc. Inc.	Pleasantville, N.Y.
9.	Comerica Inc.	Auburn Hills, Mich.
10.	National Information Solutions Coop.	Mandan, N.D.

IDG

Week of May 20, 2002

Inquiry Analyst (IDC)
The IDC Inquire Group is seeking an Inquiry Analyst to support the Software Research Group at IDC. The Inquiry Analyst is a first point of contact for IDC Analyst and Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Software Analysts and get insight on the many facets of the Analyst role at IDC. We are seeking an individual who is articulate, knowledgeable in internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with one - two years of internship and/or professional experience in a research or high technology environment. For full description please see idc.com. ***Location: Framingham – MA***
Contact: E. Storch, Email: idc_jobs@idc.com

Event Sales Manager (IFW)
IFW is looking for a dynamic sales professional to develop and sell event sponsorship opportunities at InfoWorld premiere executive technology conferences and events. Primary responsibilities: drive sponsorship sales with leading technology vendors and technology industry service companies; prospect new business and work with other sales team members to develop sales leads, make client presentations and close sponsorship sales agreements; develop and maintain long term, positive client relationships; develop appropriate sales presentations with the support of the marketing team. Candidates must have 3+ years experience in a sales related environment, be highly motivated, creative, self directed with exceptional organizational and communication skills. Previous experience in event sales in high tech environment a plus. ***Location San Mateo, CA***
Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

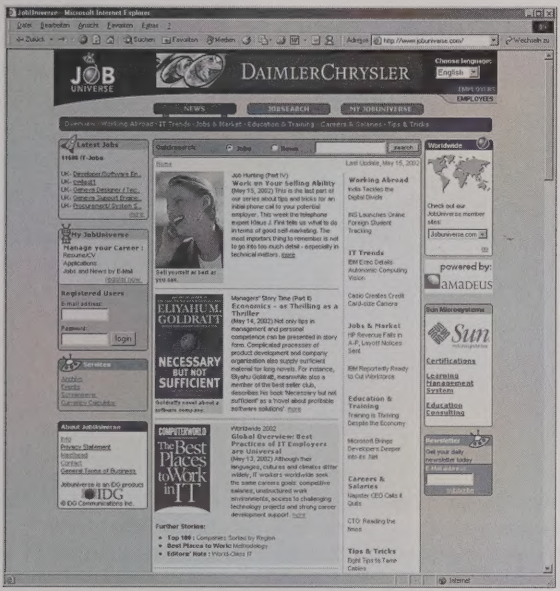
Ad Coordinator (ITC)
IDG Recruitment Solutions is seeking a part-time Ad Coordinator (approx. 21 hours a week) for its recruitment advertising department. Candidate must be able to work flexible schedules. Responsibilities include gathering and entering all data pertinent to the booking of Recruitment advertising; typeset and proof ads, heavy telephone contact with and in support of clients, agencies, and sales offices; maintain accurate sales records and reports for management. Work in liaison with Sales, Production, and Finance departments. Candidate must have strong multitasking and organizational skills, a customer service attitude and excellent phone manner is required. Must be detail oriented and able to perform well under daily and weekly deadlines. 1-3 years experience in advertising, coordination, print and production preferred. Advanced computer (PC and Mac) skills are required.
Location: San Mateo – CA
Contact: L. Hess, Fax: 650-312-0668, Email: lisa_hess@idg.com

Graphic Designer (NWI)
Network World's design team is seeking a talented designer with 1-3 years experience, a great eye for typography and attention to detail. Must be well-organized, have a positive attitude and be comfortable in a fast-paced environment. Primary responsibilities will include the design of information graphics, commissioning photography/illustration and assisting with page design. Proficiency in Freehand (or Illustrator), PhotoShop and QuarkXpress is a must.
Location: Southborough – MA
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sr. Marketing Event Specialist (NWI)
The dynamic and growing Network World Seminars and Events Group is looking for a Sr. Marketing Event Specialist to create and execute multiple marketing campaigns to attract audiences to both face-to-face and webcast events. The ideal candidate will have 4 years experience in high-tech direct response marketing with specific skills in direct mail and electronic marketing. Excellent vendor and project management, oral and written communication skills are a must. Some travel is required. Candidates must be proficient in Microsoft Office applications and have previous contact database experience. ***Location: Southborough – MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

After the issue, ad sales continue for *CW*'s Best Places



Job Hunting (Part IV)
Work on Your Selling Ability
(May 15, 2002) This is the last part of our series about tips and tricks for an initial phone call to your potential employer. This week the telephone expert Klaus J. Fink tells us what to do in terms of good self-marketing. The most important thing to remember is not to go into too much detail - especially in technical matters. more

Sell yourself as best as you can.

Managers' Story Time (Part II)
Economics - as Thrilling as a Thriller
(May 14, 2002) Not only tips in management and personal competence can be presented in story form. Complicated processes of product development and company organisation also supply sufficient material for long novels. For instance, Eliyahu Goldratt, meanwhile also a member of the best seller club, describes his book 'Necessary but not sufficient' as a 'novel about profitable software solutions'. more

Goldratt's novel about a software company

Worldwide 2002
Global Overview: Best Practices of IT Employers are Universal
(May 13, 2002) Although their languages, cultures and climates differ widely, IT workers worldwide seek the same careers goals: competitive salaries, unstructured work environments, access to challenging technology projects and strong career development support. more

Further Stories:
- Top 100: Companies Sorted by Region
- Best Places to Work: Methodology
- Editors' Note: World-Class IT

Working Abroad
India Tackles the Digital Divide
INS Launches Online Foreign Student Tracking

IT Trends
IBM Exec Details Autonomic Computing Vision
Casio Creates Credit Card-size Camera

Jobs & Market
HP Revenue Falls in A-P, Layoff Notices Sent
IBM Reportedly Ready to Cut Workforce

Education & Training
Training is Thriving Despite the Economy
Microsoft Brings Developers Deeper into its .Net

Careers & Salaries
Napster CEO Calls it Quits
CTO: Reading the times

Tips & Tricks
Eight Tips to Tame Cables

This screenshot from the JobUniverse.com site promotes the Best Places editorial content and features a banner ad from DaimlerChrysler AG, voted one of the best companies for IT workers in Germany. The site is also adding one story a week from the Best Places project to keep interest in the project high and JobUniverse's editorial costs low.

Computerworld's Global Best Places To Work in IT project not only delivered valuable editorial content to 21 *CW* publications and their Web sites, it also continues to bring in additional revenues for the participating business units.

According to IDG Senior Vice President **Frank Cutitta**, IDG employed a multi-tiered approach for recruitment ad sales associated with the Best Places project. Among the key participants were IDG Global Solutions (IGS) in the U.K. and the U.S.; IDG Recruitment Solutions, which handles recruitment ad sales for IDG's U.S enterprise publications and the www.ITcareers.com Web site, and JobUniverse, IDG's global recruitment ad network in 18 countries.

Between the massive task of coordinating editorial among 21 countries and the worldwide ad sales effort, "this project fundamentally reinforces that no other company can do this globally with this kind of central nervous system," Cutitta said.

In one example of those collaborative efforts, now that the global listing of Best Places to Work has been published, JobUniverse and IGS sales teams are working together to visit those companies on the list to pitch a variety of international ad packages and sponsorship opportunities.

Despite the decline in the recruitment ad market in the past year, 17 high-level firms signed on as print recruitment advertisers in *Computerworld*'s May 6 Best Places issue, underscoring the popularity of the Best Places issue and the significance it has to current and prospective employees.

IDG Recruitment Solutions is continuing to sell Best Places to the companies that made the U.S. list by offering some additional product lines, including online sponsorships called InfoCenters on Computerworld.com. InfoCenters can be built with tabs that allow the client to customize which categories and/or data points they want to promote to potential candidates as well as to their own employees.

On June 24, IDG Recruitment Solutions will run an advertising supplement, "Salute to the 100 Best Places to Work in IT," enabling nominees to promote their honor in this issue in both print and online.

All the Best Places sales teams are analyzing the findings and looking at a number of other "aftermarket" activities around the world that could generate further incremental revenue based on the global survey. These could include awards ceremonies, seminars, white papers and e-newsletters to IT recruiting professionals that could contain excerpts from the global survey.

For more information about the ad sales effort for the Best Places project, or to contribute any ideas for additional sponsorship opportunities, contact IDG Recruitment Solutions VP/General Manager **Janis Crowley** at janis_crowley@itcareers.net., Director GPSC JobUniverse.com **Gerd Mittman** at gmittman@jobuniverse.com, or Frank Cutitta at frank_cutitta@idg.com. WU

Coming up

Singapore BioITWorld conference & Expo
MedPharmaWorld
An IDG World Expo/Asia event
May 29-30
Singapore
www.bioitworldexpo.com.sg/

Computerworld Honors Program
Gala Awards
June 4
National Building Museum
Washington, D.C.
www.cwheroes.org/home.asp

Computerworld Storage Networking World – EuroStorage
June 4-7
Noga Hilton
Cannes, France
www.snweurope.com

IDC's Asia/Pacific Server Vision
June 18-27
Beijing, Seoul, Singapore, Sydney
www.idc.com/events

Macworld Conference & Expo
July 15-19
Jacob K. Javits Center
New York
www.macworldexpo.com

noteworthy people

In memoriam: Jim Ghirardi

Ghirardi

IDG Vice President/Finance **Jim Ghirardi** died last week as a result of complications of a pancreatic disorder.

Ghirardi joined IDG in December 1994 as director of finance and corporate development and was named VP/Finance in November 1996. In addition, he was a member of IDG's Executive Committee.

"Jim Ghirardi was not only a financial and corporate strategist of the first rank, he was also a caring and supportive colleague with whom I greatly enjoyed working," said IDG Chairman **Pat McGovern**. "He had a wonderful sense of humor, supported by a very engaging laugh, which would greatly enhance the productivity of our management meetings. His wit and wisdom will be missed by all of us at IDG."

"IDG has lost a smart, dedicated, trusted colleague, whom Pat, I, and many others relied upon and could always depend on," said IDG President & CEO **Kelly Conlin**. "Jim was a straight shooter, someone who had keen insight and remarkable analytic ability. To say he will be missed seems to trivialize the impact of losing a colleague in this tragic way."

Ghirardi, who was 44, leaves his wife, Karen, and three young sons, Craig, Glenn and Daniel. In lieu of flowers, the family asks that donations be made in his memory to The Jimmy Fund, 1309 Beacon Street, Brookline, Mass. 02446.

Promotions

Research Analyst **Rob Rosenthal** has been promoted to senior analyst, Interent Research. "Since joining the Internet research team in August 1999, Rob played a key role in responding to clients' wide ranging inquires into the future of the Internet," said Program VicePresident **Rick Villars** "He was also instrumental in launching new research initiatives in the areas of globalization, dynamic pricing and online strategic sourcing that translated into new customers, speaking opportunities and a number of white paper opportunities for the group. Must recently, Rob worked closely with our online financial service team to examine the lessons learned from the first generation of financial e-marketplaces and was a key contributor in the Internet team's expansion of coverage of the major Internet portals (AOL, MSN and Yahoo)."

IDG Ventures expands Boston staff

MICHAEL HEATH

*The IDG Ventures team in Boston: General Partner **Chip Hazard**, Office Manager **Leslie Silverio**, Principal **Asa Aulin Ahlberg** and Managing General Partner **Michael Greeley**.*

IDG Ventures has doubled the size of its East Coast office this year by welcoming **Asa Aulin Ahlberg** as principal this past January and hiring General Partner **Chip Hazard** earlier this month. They join Managing General Partner **Michael Greeley**, who established the IDG Ventures office in Boston last September, and Office Manager **Leslie Silverio**.

Hazard, most recently a general partner with Greylock Partners, joined that firm in 1994 and led its investments in The Vincam Group (acquired by ADP), Narrative Communications (acquired by @Home) and Internet Business Advantages (acquired by Service-Soft). He has a B.A. in political science and economics from Stanford University and an M.B.A. from the Harvard Business School. Outside the office he says he spends "a lot of time chasing chasing my four kids around" and enjoys skiing and playing tennis.

Ahlberg previously worked as an associate for Masthead Venture Partners, an early-stage venture capital firm focusing on information technology and biotechnology. She has an M.Sc. in engineering from Chalmers University of Technology in Sweden and an M.B.A. from MIT's Sloan School of Management. In her free time Asa enjoys horseback riding, snowboarding and traveling.

IDG Ventures is a global family of venture capital funds addressing investment opportunities in a broad array of industry sectors including enterprise and communications software, wireless technologies and bio-IT-related technologies and services. During the past 10 years, IDG Ventures has investment in approximately 120 emerging companies through locally staffed venture capital partnerships. The company also has offices in San Francisco, Seattle, London and Beijing. For more details go to www.idgventures.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

17

Don Best *IDC*

15

Mary Musgrave *IDC*

13

Caryn Dlott *ITworld.com*

12

Margaret McAvenia *IDG*
Sergio Rizzi *IDG Italy*
Adele Lee *IDC*
Gigi Wang *IDC*

11

Paula DeMeo *IDG*
Megumi Okamoto *IDG Japan*
Mary Harvey *IDC U.K.*
Trace Weatherford *IDC*

10

Jean Dellarobba *Computerworld*

9

Brian Fuce *CXO Media*

8

Jim Sullivan *IDG International Publishing Services*
Elizabeth Rainge *IDC*

7

Nancy Koral *IDG Research Services*
Michael Goldberg *CXO Media*

6

Alberta Minkovitz *IDG Research Services*
Kate Ward *IDG New Zealand*
Jim Westcott *IDC Canada*

5

Avneesh Saxena *IDC Hong Kong*
Atsuo Yamamoto *IDG Japan*

4

Esther Lee *Computerworld Singapore*
Robert O'Donnell *IDC*

3

Richard Green *IDG List Services*
Amy Scott *IDG World Expo*
John Douglas *IDG World Expo*
Jessica Taylor *IDG*
Mia Hartikainen *IDC Nordic (Finland)*
Winnie Lai *IDG Hong Kong*
Jonathan Guloyan *IDC*
Marc Lowell *IDC*
Renee Merritt *IDC*
Ludmila Kozina *IDC*
Erin O'Connor *InfoWorld*

2

Elizabeth McMahon *IDG World Expo*
Pedro Villafane *IDG*
Christine Simpson *IDG List Services*
Lily Lin *IDC China*
Alison Watson *IDG Australia*
Julie Skipper-Pedersen *IDC Nordic (Denmark)*
Catherine James *IDC Canada*
Andrew Charlesworth *PC Advisor*
Chris DaRosa *CXO Media*
Andrea Harney *CXO Media*
William Rigby *Computerworld*
Cydney Cotter *IDG*
Jennifer Carty *IDG*
Brian Bingham *IDC*
Edward May *IDC*
Thomas Heim *IDC*
Bob Bruce *IDG Executive Forums*

1

Terese Patterson *IDG*
Jeffrey Kearns *IDG*
Leigh Mills *IDG*
Joseph Bulkin *IDG World Expo*
Traci Zimmerman *IDG World Expo*
Jennifer Duffin *IDG World Expo*
Zhou Xu *IDG China/U.S. office*
Jiro Hirose *IDG Japan*
Enrico Pedroni *IDG Italy*
Richard Clooke *PC Advisor*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Show Your Support — Boston AIDS Walk Is Sunday, June 2

Dear colleagues,

We have learned many lessons from the events of September 11th. One of the first is to take the time to show compassion and kindness to those in need. And the support of those struggling with their battle with AIDS is an essential cause worthy of your time and compassion.

AIDSWALK&5KRUN
A Fundraising 10K Walk and 5K Run

Once again IDG is a sponsor of this year's AIDS Walk and your participation is greatly needed, whether to walk, run or raise money. Last year we raised over $10,000, but we need to do better!

This year we are going to coordinate the IDG Team differently. I will be the team contact for everyone so please call or e-mail me directly if you would like to participate. I will be happy to give you any information you need to get a pledge sheet and start on your journey to pitch in to help.

My direct line is 508-370-0820 or you may send an e-mail to: deb_goldstein@idg.com.

And it is easy to register online at aidswalkboston.org. Our team is IDG Communications — #1558.

With 40,000 new cases each year and no cure, AIDS needs your help. Please remember, the money you raise and the support you show by your presence at the walk is a true gift you give to those struggling to live with AIDS and the memory of every person who can no longer walk with us.

With my personal thanks,

Deb Goldstein, president, IDG List Services
IDG Team Chairperson

Percentage increased for 401(k) deferments as of July 1

Effective July 1, participants in IDG's 401(k) program and all eligible participants may be able to defer up to 10% or 12% of their pay into the IDG 401(k) Plan.

Non-highly compensated employees are able to contribute up to 12% of their annual gross wages and highly compensated employees are able to contribute up to 10% of their annual gross wages. An employee is considered highly compensated for the current year if their gross wages with IDG for the prior year exceeded $85,000.

Also effective on July 1 employees will be able to change their contribution percent on a monthly, instead of a quarterly, basis.

Changes made on the Employee Connection Web site by the 10th of any month will be effective in the first payroll of the following month.

To make changes for July 1 log into http://hr.idg.com by June 10 and make the desired changes. The new percentage will begin with the first July payroll.

If you have any questions, call or e-mail your IDG Human Resources representative.

celebrating 10!

Name
Paul Smith

Home
San Mateo, Calif.

Joined IDG
November 1990; InfoWorld marketing assistant.

Career path since joining IDG
Telecommunications coordinator for InfoWorld, then I IDG Central Services at 501 Second St. in San Francisco.

Current title
Telecommunications coordinator; handling in-house telecom additions, moves, changes, deletions, etc.

Career highlight
"Are we even affiliated with *Highlights*?"

I joined IDG because
My brother worked in the InfoWorld Test Center and got me an interview.

What's kept you at IDG for 10 years?
Shiny objects.

Best way someone could compliment you on your work
"Nice job, Paul!"

Interests outside the office
Spending time with my nieces and nephew (the cutest children in the world), woodworking, cycling.

Favorite non-IDG Web site
My e-mail.

What book is currently on your nightstand?
"A Prayer for Owen Meany" by John Irving

What talent do you wish you had
Sing, dance and juggle – all at once.

Dream destination
Portugal

Fantasy job
Portuguese singer-dancer-juggler.

Five people — living or dead — you'd invite to a dinner party?
Steve Martin, Martin Short, Martin Luther, Martin Luther King (Jr.) and Luther Vandross.

IDG Central Services' ***Paul Smith*** *joined IDG Chairman* ***Pat McGovern*** *for dinner at San Francisco's Ritz Carlton in honor of his 10 years of service to the company.*

Last good deed
I didn't sing, dance or juggle.

Most difficult decision you've ever had to make?
Submitting to this profile.

As a kid, what did you want to be when you grew up?
Nuclear science rocket guy.

First job
The marketing job at InfoWorld.

Your idea of a perfect day alone?
By myself. Alone again, naturally.

One possession you'd grab if your house were on fire?
Pants.

If you won the lottery tomorrow, you would
Be wealthier.

Manager's profile
"Paul's dedication and hard work are a key part of our department. He is willing to go the extra mile and help out his IDG Central Services team members to ensure that a job gets done. One of Paul's most appreciated qualities is his unique sense of humor, which can lighten up even the most stressful day. We all appreciate Paul's hard work, team spirit and, most especially, making sure we take time out of our day to smile."

– Jeff Oterson, telecommunications manager, IDG Central Services

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Alberto Capolino *CXO Media*
Sarah Hansen *IDG*
Leslie Silverio *IDG Ventures*

Define IT!

Did you have a *cookie* for lunch or merely *snake oil*? How did you spend your afternoon – *dithering*, *feathering* or *bump mapping*? Is your *FQDN* on the *UPnP*? Don't know what we're talking about? Make something up. The world of information technology is jam-packed with strange terms and confusing acronyms. *World Update* invites you to add to the chaos by creating your very own definitions for some of these words and letters. To get the fun started, a $50 American Express gift check awaits the author of the funniest fake definition for: ***hot potato routing***. Send your entries to world_update@idg.com by Tuesday, June 4.

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

27 MAY 2002
VOLUME 32, NUMBER 19

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Sign up for your *World Update* PDF today!

Do you want to read *IDG World Update* on the day it is published? IDG employees can now choose to receive their weekly issue in a low-resolution PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

Those who prefer HTML text may visit World Update Online (www.idgworldupdate.com). In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

For more information, contact the editors at world_update@idg.com.

best practice exchange

IDG experts share tips for improving event business

With this issue, IDG World Update introduces an occasional feature designed to tap the accumulated wisdom of IDG experts throughout the company on a variety of topics of common interest. As events continue to assume an increasingly important role in contributing to the overall health and wealth of IDG's business units worldwide, the editors would like to thank those employees who agreed to share their advice for enhancing the event experience for attendees and exhibitors and driving more revenue to the bottom line.

- **To help boost attendance, offer exhibitors promotional cards for the event** that they can send to their customers and prospects.
- **Provide exhibitors with marketing and sponsorship programs** and actively support them as they promote their participation in your event.
- **Offer numerous sponsorship opportunities** at varying cost levels.
- **Make your catering order conservative.** You can always add more to your order on-site, and you won't have to pay for uneaten food.
- **Put a lot of effort into your event's online presence,** and make your site as useful as possible. Use it for marketing, rich educational content, registration and delivering essential information and tools to exhibitors.
- **Develop and execute an integrated marketing campaign** (includes direct mail, e-mail, Web, print/online advertising, local advertising, PR, maybe telemarketing) and ensure that messaging is consistent.
- **Do some test marketing** to learn more about your audience and find out if they are really opening and responding to your messages. Testing can often help increase your response/conversion rates as well as reduce costs. For example, Macworld Conference & Expo was able to save costs with a smaller conference brochure after testing a 32-page brochure against a 16-page brochure and discovering that both had comparable response rates.
- **Cross-marketing partnerships** (with publications, Web sites, exhibitors, etc.) are mutually beneficial arrangements that offer new vehicles to reach your target audience.
- **Continue to build and maintain strong industry relationships.** For example, computer shows often form alliances with user groups, which serve as the voice ("sometimes a loud one") of the commu-

continued on page 4

Join the club!

Build loyalty with "alumni" programs that offer incentives to repeat attendees

Playing favorites might not be the best approach if you're a parent, but it's a great way to treat conference attendees. At IDG World Expo, a program called Linux Masters offers an array of exclusive value-added benefits to repeat customers that helps build loyalty and boost return traffic. Best of all, noted **Debbie Strauss**, LinuxWorld marketing manager, the program costs World Expo almost nothing.

"The Linux Masters program was created to express our thanks and appreciation to our past conference attendees," Strauss explained. To qualify, attendees must have attended a LinuxWorld Conference in the past and purchase a conference package for the upcoming LinuxWorld Conference & Expo San Francisco 2002 slated for Aug. 12-15. And while the perceived value of these benefits to attendees is high, the actual cost is minimal.

continued on page 2

best practice exchange

Nurturing relationships key to sales in any field

Establishing and maintaining relationships is crucial to success in the event business, according to **Laura Milewski**, director, conference business development at IDC. "It doesn't matter whether you are selling exhibit space, sponsorships or a go-to-market solution, the sale will always be larger if you have a solid personal relationship with your customer," Milewski said.

From the first hello to fulfillment, what one says, does and delivers are all critical components of building that relationship. "Ultimately, the value proposition is the personality on the phone, and if your prospect buys yours, then the likelihood of a sale is much stronger than the product offering by itself," Milewski said.

So, how do you go about establishing and nurturing that relationship? "First and foremost you need a strong product," she noted. But beyond that strong listening skills, admitting what you don't know and calling back with the answer in a timely manner, a bit of laughter and a personal story holds your prospect's attention," Milewski said. It also helps to practice a little humility, she noted. "Check your ego at the door. There are times I come right out and let people know that I made a mistake and will they re-open the discussion? It usually works."

> *"First and foremost you need a strong product. But beyond that, strong listening skills, admitting what you don't know and calling back with the answer in a timely manner, a bit of laughter and a personal story holds your prospect's attention."*
>
> — Laura Milewski

To stay close to your client, try turning the tables and asking them for advice. "If you need someone to brainstorm with outside your organization, call your contact and ask for a couple of minutes," she said. "Let them know you have an idea and want to bounce it off them. Clients usually love this, they feel like consultants and usually leap all over the idea because they see how it might benefit their own success."

Building relationships and staying close to clients requires a big commitment of time. "These days it's even more difficult because there are so many gatherers of information and it's easy to see them as wasting your time," Milewski said. "But we have to do the exact same relationship building with the influencers as with the delivers of the dollars. In this insane economy, relationships are the core factor for success. Without them, you might as well be home during dinner with a telemarketer on the phone."

Contact Laura Milewski at lmilewski@idc.com. WU

Club

continued from page 1

For instance, Strauss noted, alumni receive an IDC research bulletin that sells for $1,500 but costs World Expo nothing as a result of an in-kind trade negotiated between the two companies.

Among the exclusive offerings for Linux Masters are the following low- or no-cost perks:

- **Conference discount of 30%.** Linux Masters receive a 30% discount off any conference package at LinuxWorld.
- **Free IDC research - a $1,500 value.** Linux Masters will receive a free IDC research bulletin: "Linux Platform: Serving up Web Services."
- **Free conference faculty white papers.** Linux Masters will receive free white papers created by conference faculty.
- **Free Linux certification testing.** Linux Masters will be eligible for free on-site Linux certification testing from the Linux Professional Institute when they register for a conference package.
- **Alumni ribbon.** Linux Masters will receive a special Alumni ribbon and bonus VIP materials at the Linux Masters registration counter onsite.
- **Discounted hotel rates.** IDG World Expo has negotiated a discounted rate at the San Francisco Marriott, which will serve as the official Linux Masters hotel. The savings will be passed on to Linux Masters.
- **Private meetings** with conference faculty.
- **VIP seating** for keynote and feature presentations.
- **Special discounts** to City and Merchandise Store. Linux Masters receive a 15% discount off LinuxWorld Conference & Expo merchandise.
- **Complimentary exhibit passes for colleagues.** Linux Masters receive a total of five complimentary exhibit passes and five one-day conference passes for colleagues and peers.
- **Exclusive LinuxWorld conference reception**. Linux Masters can mix and mingle with conference faculty at a reception exclusively for paid conference attendees.

In addition, Linux Masters will soon have a password-protected section on the LinuxWorld Web site (www.linuxworldexpo.com) that will offer exclusive services and resources. The section is due to go live next week.

For more information contact Debbie Strauss at debbie_strauss@idg.com. WU

Q and A executive

Tatiana Hinova

The general manager of IDG Bulgaria is this week's guest columnist. She may be reached at tatiana_hinova@idg.bg.

IDG Bulgaria at-a-glance

Year established 1990

Titles published 12

Number of employees 21

Web sites www.idg.bg, www.pcworld.bg, www.computerworld.bg

Most recent accomplishment Staying profitable in accordance with our plan.

Biggest hurdle currently facing the company Significant drop-off in ad pages in *Computerworld.*

Q Briefly update us on the general state of the IT publishing business in Bulgaria these days.

A Bulgaria's relatively small IT market is valued at approximately US$200 million, according to IDC. There are 10 IT weekly newspapers, three of which compete directly against *Computerworld Bulgaria*; four channel titles and two that are focused on the Internet. There are also 18 monthly titles, of which *PC World Bulgaria* is the clear leader in circulation with 13,000 copies. Out of these 28 titles only four — in addition to ours — are published with official copyrights, all of the others are simply printed material translated from various Web sites and the editorial quality is low.

Q How has IDG Bulgaria responded to the current depressed market for IT advertising?

A At the end of calendar year 2001 we determined that we were offering 84 different products and services to our customers — both readers and advertisers. These include, in addition to *Computerworld* and *PC World*, several other magazines issued once or twice a year - such as *IT in Banking* (since 1994) or *CAD/CAM/GIS World* (since 1997), executive events, media clipping of national press, online resources, and custom publishing products.

The simple answer is that we continue keep following our very clear and well-defined business policy and maintain the consistency of our portfolio. Of course, we took some special steps in order to double the benefits of our core competency: *PC World*. We targeted out-of-category advertisers and were successful in selling some cosmetics and beverages ad pages. *Computerworld* is our martyr — ad pages fell off to just two to three per issue. In response, we reduced the folio to 16 pages, and once a month we publish just eight pages of editorial and devote the other eight to channel ads, which we sell at a very low price. In addition, we have concentrated on selling white papers and custom publishing projects; nearly every week we produce something for a client. We have added two people to our sales staff. And most important, the nine members of our sales staff now go, stay and listen carefully to all presentations and seminars given by our customers. The only way to sell solutions to your customer is to know the details of his business. It is important to use every opportunity to learn about his business. Even cocktail parties can be a great place to boost ad sales.

Q Can you briefly describe your company's approach to integrating print and online?

A Our online department consists of one person who is also our systems administrator. Our portal to the *CW*, *PCW* and JobUniverse Bulgaria sites is www.idg.bg. As we cannot afford a separate online editorial department, all our editors help out in fulfilling specific online tasks. Understanding that we cannot rely on huge traffic we define our strategy as having the most useful IT site in the country without additional investments by repurposing the content we generate for our titles. One can find procurement information, a calendar of IT events, product pricing information, address information for Bulgarian IT companies, etc. And like all of you, we always use print to boost Web traffic and the Web to increase our print circulation.

Q Do you publish electronic newsletters? If so, can you describe this area of your operations?

A Yes, we publish two. Computerworld e-Business Daily generates nearly 99% of our online revenue. It is distributed to 2,200 top executives. Knowing that these people are very busy, our goal is to give them — in five minutes — a summary of all national and international IT news that affects our local market. The newsletter is in text format (readers tell us they appreciate not wasting time opening a document) broken up into several sections: general IT business, channel, IT in state and local administration, communications, industry, finance and banking and defense. The sponsorship fee is US$500 monthly. Our second newsletter, Bulgarian IT Market IDG Weekly Newsflash, is in English. Every Friday, after *Computerworld* is sent to the printer, our editors write short, two- to three-sentence summaries of all local news and government bids for delivery of IT solutions to various ministries and agencies. One very important part of my job is to stay as close as possible to our international accounts, and I distribute this newsletter from my e-mail box to more than 300 international managers. This newsletter doesn't generate any direct revenue, but it is highly valued by the executives who receive it.

Q Are there any signs that IT advertising is beginning to rebound in Bulgaria?

A No, not yet. I don't see it rebounding for the next year-and-a-half to two years. And even when the market does return, it will not be the same. The markets of most developed countries are saturated with IT products and services in every segment. The developing and underdeveloped countries have a tremendous need for IT but lack the necessary capital.

continued on page 7

Incentives increase post-event responses

Once attendees and exhibitors have come to an event, organizers want to know what they thought about their time spent there. Various business units conduct these post-event surveys differently, but generally organizers agree that dangling an incentive of some kind helps boost the response rate.

IDG World Expo used to query attendees about marketing effectiveness and show satisfaction via onsite surveys or onsite focus groups. The staff gave away jackets, funky backpacks, and other tchotchkes and for the focus groups, $25 and lunch. Now, World Expo conducts all attendee surveys post-event via e-mail. The standard IDG World Expo incentive is to randomly select two attendees who have completed the surveys and award them each a $250 American Express gift check. *Computerworld*'s events staff is testing a $250 Amex gift check this month for the first time on Storage Networking World attendees.

BioITWorld Conference & Expo Marketing Manager **Dan Wiseman** gave a $500 Amex gift check to one randomly selected attendee who completed the survey for the event this past March. All respondents could also download a free copy of an IDC research report immediately upon completing the survey.

Macworld Conference & Expo Marketing Manager **Shelley Dunn** has also had great success with $150 to $450 coupons for multimedia studies classes at San Francisco State University; some were weekend classes that appealed to out-of-

continued next page

Best practices

continued from page 1

nity. Encouraging user groups to hold meetings onsite at a show can boost attendance and create buzz.

- **Keep adding new and fresh attractions** to the event, and don't be afraid to eliminate attractions that are no longer working well.

- **Gather feedback** from attendees and exhibitors and use it continually to make the event better. Give them what they want, and make it obvious that you are responding to their needs.

- **Offer incentives** to exhibitors to promote participation with exhibitor marketing programs.

- **Analyze and track all promotions** and calculate ROI. Find out what worked and what didn't, and keep these lessons in mind for next time.

- **Know your audience**. It doesn't matter if you have the best-looking creative or the snappiest tagline — if you don't put it in the hands of the correct person, it's a waste.

- **Always have a call-to-action** in your marketing materials.

- When presenting awards at a show, **be sure that all the winners are present** so they are there to accept their awards.

- **Generate revenue by selling sponsorships** to anything and everything: doors, stairs, escalators, banners, e-mail gardens [free Internet access areas], etc. Before putting a price on a sponsorship opportunity, be sure to check with the facility to see if any sponsorship fees apply (generally in common areas). They can add up quickly, so you will need to recoup these costs.

- **Build in rehearsal time** for big-name presenters when planning the event's keynote schedule.

- **Offer your exhibitors the opportunity to give you feedback** that will help you to stand above your competitors. Whether it's a post-event survey, establishing weekly phone contact with premier exhibitors or focus groups, establishing this tool will strengthen the relationship.

- **Create a targeted floor plan** with your decorator. Help your exhibitors make the best use of their set-up and tear-down time. This will save exhibitors from the "hurry-up-and-wait game."

- **Avoid room resets** whenever possible to reduce costs. For example, if someone needs a room set banquet style, try to adjust schedules and juggle rooms to use the same room set up and minimize room resets.

- For a successful event the key event planning tool to remember is **"It's All About Teamwork"** with a strong focus on communications.

- Even with the improving economy, budgets — and staff — are still being cut. To have a successful meeting it is important to find new ways to add revenue, cut costs and get more value out of existing programs. **Ideas for making or saving money** can be as simple as putting meeting brochures and registration information online or creating a new type of conference (workshops, training programs, etc.).

- **Trim the fat.** The easiest way to pare down costs is to review spending for meal functions. Ask the chef to suggest less-expensive but elegent dishes that fit a tight budget.

- **Cut liquor costs** by only offering house brands rather than premiums. Or consider serving only wine, beer and soft drinks.

- **Seat 10 to a table rather than eight** if you are paying rental costs on tables, chairs and centerpieces.

- **Play favorites** – because more business means better rates. Using the same hotel, vendors, etc. can translate into significant savings over time.

- **Investigate the possibilities of virtual meetings** – video conferencing, Web conferencing, streaming media, audio conferencing or groupware/e-mail.

- **In soliciting feedback, keep the survey short.** Having a clear idea of how the data will be used, and by whom, will help you focus questions. An incentive, such as entry into a prize drawing, a donation to a charity, or a discount on a future product or service can boost responses. And don't forget to thank the participants.

- **Creativity is also very necessary.** When an event producer thinks outside of the box the opportunity for "underwriting" is greater with cutting-edge marketplaces. Although extremely difficult to position, an underwriter opportunity coupled with a "semi-custom" event adds great value when it is produced by an event producer rather than the client producing the event themselves.

- **Leverage internal resources whenever possible.** InfoWorld's marketing department manages creation of all sponsorship sales materials and the audience development department manages registration.

- **Try to barter everything and anything. Anything that can't be bartered, try to get it sponsored.** Our e-mail kiosks were provided via a barter

Week of May 27, 2002

Ad Sales Assistant (CXO)

CXO Media Inc. is seeking a Sales Assistant to provide sales support to a Senior Regional Sales Manager and an Account Executive in the New Jersey sales office. Responsibilities will include: heavy customer and agency/vendor contact and follow-up to assist with magazine closings and collection of insertion orders. This position will also be responsible for database maintenance, weekly/monthly reports and typing of general correspondence and proposals. The ideal candidate will be articulate and possess strong customer service, writing and follow-up skills. Should be proficient with Microsoft Word, Excel and Lotus Notes. The ability to work independently is essential.
Location: Fairfield – NJ
Contact: B. Senges, Fax: 508-875-4489, Email: bsenges@cxo.com

Director, Business Development (ICI)

IDG Communications is seeking a dynamic, self-starting sales professional with 5+ years of outside media sales experience. This position will focus on project management and sales of integrated ad programs that include print, online, events and webcasts. This seasoned professional must have a proven track record in creating new business opportunities while maintaining and increasing current customer revenue. Must have the ability to take a customer through the sales cycle from inception to completion including prospecting, developing client relationships, preparing proposals, tracking the information on a sales database and creating insertion orders. This position will require the ability to deal with all levels of clients from small to Fortune 500 companies. This position requires strong organizational skills with a high level of attention to detail. Ideal candidate will be a highly effective communicator with the ability to close a sale. Successful candidate must be proficient in Word, Excel, PowerPoint, and Adobe and have previous contact database experience.
Location: East Coast; West Coast
Contact: S. Wu, Fax: 650-312-0668, Email: su-tsen_wu@idg.com

Public Relations Manager (IDC)

The Public Relations Manager in IDC's Corporate Marketing department is a primary advocate for the function globally within IDC, provides strategic counsel on PR issues and opportunities, and generates high levels of visibility for the firm with targeted media. Responsibilities include: Conducting strategic PR planning for integrated marketing programs for IDC; Delivering strategic communications counsel to the CEO and senior management, in areas including messaging, party line statements, and crisis communications strategy; Serving as the first point of contact for media professionals looking to identify and speak with appropriate IDC analysts, and recommends ways to make the process more efficient and effective; Overseeing the content and messaging for media in the Press Room section of idc.com; Tracking and analyzing IDC coverage in press and on Wall Street, and recommending steps for improvement; Writing corporate press releases, media materials, (e.g., IDC press kit), and corporate overview presentation; Managing IDC's crisis communications strategy and plan; Providing PR counsel to Marketing Programs Managers, regional Marketing Managers, and Analysts in the areas of press releases, product launches, target audiences, and alternative strategies to attain goals. Required: 6-8 years of progressive experience in corporate communications and media relations; Bachelor degree in PR, journalism, or communications; Pitch experience, and experience promoting PR initiatives; Proven success establishing a network of journalists / media contacts. ***Location: Framingham – MA***
Contact: C. Burton, Email: cburton@idc.com

(Cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Analyst Account Manager, Global Access Group (IDC)

IDC's Investment Research Services program leverages IDC's unparalleled knowledge base to provide the industry's best market technology perspective encompassing emerging technologies, semiconductors, PCs and peripherals, servers, storage, data, telecommunications, Internet, software, services, channels, and end markets with information designed to help our clients make sound investment decisions. Brokerage firms, investment banks, money managers, commercial banks and venture capitalists use IDC's vendor profiles, technology forecasts, market trends, competitive situation evaluations, and international market analysis to formulate sound investment strategies. The Investment Research Services (IRS) team is looking for a research analyst to handle the following primary responsibilities: (1) leveraging IDC resources to create a proactive project management/relationship with venture capital and private equity firms, (2) responding to client inquiries and (3) writing timely research focused on IRS clients. The candidate will have experience dealing with higher level partners, portfolio managers, analysts or associates in the financial community. The candidate will also have business development responsibilities which will involve supporting and participating in the lead generation and the renewal process. The position requires strong analytical, quantitative, entrepreneurial, communication (oral and written) and excellent public speaking skills. A firm understanding of the IT and financial industry is essential. The ideal candidate will have 3+ years experience with a financial firm. ***Location: Mountain View – CA***
Contact: Ilona Juhola, Email: ijuhola@idc.com

Associate Editor (IDG.net)

As a member of the IDG.net editorial team, the Associate Editor will manage the content on IDG.net's front page and topical channels, select stories for IDG.net's email newsletters, work on building syndication deals and partnerships, help fulfill existing editorial partnerships and take part in weekly editorial meetings. Applicants with superb attention to detail and the ability to work in a deadline-driven environment will be considered, although 2-4 years of journalistic education or experience are preferred. Excellent communication and written/grammar skills are a must; familiarity with the AP Style Guide is a huge plus. Applicants must be strong independent workers with a greater consideration for the work of the entire team. The ideal applicant will be familiar with Internet Explorer, Netscape Navigator and other major Web browsers. HTML, Photoshop and design skills are enormously helpful.
Location: San Francisco – CA
Contact: T. Moynihan, Fax: 415-267-4518, Phone: 415-267-4563,
Email: tim_moynihan@idg.net

Copy Editor (IFW)

InfoWorld Media Group seeks qualified candidates to fill a copy editor position. The ideal person will thrive on working in a deadline-oriented team environment. Job responsibilities include: editing copy for grammar, spelling, consistency, and adherence to AP and InfoWorld style; writing headlines, captions, and pull quotes; producing pages using QuarkXPress; copy editing text charts and infographics within Quark documents; and posting stories on InfoWorld.com. A degree in English or a related field and one year of experience preferred. You must demonstrate solid copy editing abilities on in-house copy editing test. Job is on-site in San Mateo. Send resumes to resumes@infoworld.com. ***Location: Location: San Mateo - CA***
Contact: Email: resumes@infoworld.com

Systems Administrator (PCW)

Reporting to PC World's Director, Technology Infrastructure, this is a hands-on position responsible for running 24 X 7 site ops and tuning systems to achieve optimal performance and reliability. Experience with Legato Networker enterprise backup, administration of Windows NT/2000, Solaris, IIS, and Apache servers, and networking -- including TCP/IP, DNS, FTP-- is required. Candidates should have solid working familiarity with Sun hardware, administering Network Appliance storage devices, managing Oracle servers, and a working knowledge of Unix shell scripts. He/she will have a minimum of 3+ years previous SA experience within a heterogeneous systems environment, including 1+ years experience with Veritas storage products. He/she will provide own transportation to South Bay hosting facility and perform on-call pager duty on a rotational basis. Definite pluses: a networking background which includes Cisco IOS, CheckPoint, and load balancers (F5 BigIP); Jumpstart; familiarity with common open source tools (e.g., MRTG, Cricket, Analog); NTP, Qmail, listproc; and a working knowledge of Perl and PL/SQL. ***Location: San Francisco – CA***
Contact: R. Willoughby, Fax: 415-974-7316, Phone: 415-978-3205,
Email: richard_willoughby@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

continued from previous page

state winners. The concept has worked so well she wants to partner with a university in the New York area for July's Macworld event. Conference passes for future shows have also been effective incentives.

"It's very important that your post-event surveys are sent out in a timely way – within two weeks – to tap into the recipient while the information and emotions are still fresh," Dunn said.

CXO Media continues to do onsite surveys for its Executive Programs events, setting up a table on the last day of the conference series and distributing CIO-emblazoned gifts to those attendees who hand in their surveys.

At Network World's road shows — single-topic presentations held in multiple cities — one particularly effective gift has been a pen that can also function as a stylus for use with a Palm Pilot-style device.

IDC U.K. suggests leaving surveys on seats where they are visible; attendees should pass by a staff member who can take the completed form at the end of the session.

To appeal to attendees' philanthropic side, many IDC offices worldwide have contributed to a local charity for each completed onsite survey from Directions, IDC's annual conference.

However, don't underestimate the power of emphasizing the value of evaluations. At Directions in Boston, one analyst repeatedly did so in her conference and had significantly more evaluations turned in than did any other speaker. A week later in San Jose, all analysts encouraged feedback and the number of returned surveys vastly increased.

agreement, as were books we distributed to all attendees. We traded exhibit space and promotion for items. When you have a desirable audience, many companies want exposure in front of high-tech decision makers, so that's a major way to save money. Sponsoring companies' logos can be placed on almost anything, and inexpensive signage can easily be developed as well. Sell sponsorships to things you'll be paying for and providing anyway such as the press room, the speaker ready room, breakfast, lunch, receptions, etc.

- **Buy rather than rent.** We purchased high stools at IKEA for $20 each that we now provide to all our exhibitors, rather than renting them from a decorating company each time. A small investment like that can save a lot of money. Wastebaskets are another inexpensive exhibit item that costs a ton of money to rent.

- **Offer to promote your partners', speakers' and exhibitors' event participation to their prospects lists at no charge.** Pay for the printing or production of the mailer/e-mail and postage costs. These lists are your key prospects, and you will be reducing the cost of list rental. It will also confirm that they are sending out invitations to their best customers. Note: You may want to limit the number of names being sent to your third-party mail house or else they may send a very messy database.

- **HTML e-mails**. This is a great vehicle to communicate the features and benefits of your events. It allows you to incorporate creative elements, branding and creates image/awareness for the event.

- **Text e-mails.** As a compliment to our direct-mail strategy, we continue to promote the event via text e-mails. Typically, we send approximately eight to10 text e-mails per event. In light of recent research, we discovered attendees prefer to receive event updates in short, text e-mails vs. longer, in-depth messages. Our objective is to drive recipients to our Web site for full comprehensive event info.

- **My Briefcase.** This vehicle is a component of the IDG World Expo Web site (www.idgworldexpo.com) and allows attendees to plan their itinerary, view conference content and actively search for specific conference sessions most appropriate for their needs. Additionally, a special Personal Activity scheduler lets them book meetings or schedule time to visit the expo floor.

- **Online banner ads**. We currently run online banner ads on Web sites to promote our event. Online banner ads typically run for approximately three months prior to the event.

- **Online newsletter sponsorships.** We sponsor newsletters that are most appropriate for our events. This is a direct way to communicate the features/benefits of our events to a highly targeted audience.

The editors of *IDG World Update* would like to gratefully acknowledge the PR and marketing professionals who generously shared ideas for this collection. They are: **Sarah Ammann**, conference & events specialist, InfoWorld; **Debbie Courtney**, director of conferences & events, InfoWorld; **Shelley Dunn**, marketing manager, Macworld, IDG World Expo; **Laura Milewski**, director, conference business development, IDC; **Brooke Selby**, director of public relations, IDG World Expo; **Debbie Strauss**, LinuxWorld marketing manager, IDG World Expo; **Beth Wickenhiser**, senior PR coordinator, World Expo.

PR handbook a low-cost value-add for new exhibitors

Tradeshows offer exhibitors an outstanding vehicle to connect with their target customers, increase share of mind by participating in conference programs and taking advantage of speaking opportunities, as well as a convenient environment for valuable networking opportunities. But for first-time exhibitors or smaller companies unfamiliar with the myriad resources available, it can be difficult to know where to begin.

IDG World Expo has designed a PR handbook offering tradeshow tips for public relations professionals that describes the range of services and resources available to exhibitors both before and during the event. Registered exhibitors are given access to the password-protected 26-page document available on the company's events Web sites. The document, which was developed by IDG World Expo Director of Public Relations **Brooke Selby** and Senior Public Relations Coordinator **Beth Wickenhiser**, offers a wealth of information and advice including the following:

- A 26-week media relations checklist
- A 12-week special events checklist
- A 12-week press conference checklist
- A speaking opportunity checklist
- Information about setting up a press conference, delivering press kits, pitching speaking opportunities for company executives, planning special events and working with Business Wire and the Virtual Press Office.
- Important PR-related forms for exhibitors

The handbook, which required a significant time investment but cost nothing to produce, is considered a valuable tool by exhibitors, according to the PR team at IDG World Expo. For more information or to see a copy of the handbook contact Brooke Selby at brooke_selby@idg.com.

noteworthy people

Ramos

ARDLEY YEE

Moschella

ARDLEY YEE

Wickenhiser

Promotions

Trino Ramos, most recently publisher of PC World Latin America and Latin American sales director for IDG Global Solutions, has been promoted to Vice President, Latin America at IDG International Publishing Services. "For the last year, Trino has worn two hats. This promotion brings the two functions under one title and acknowledges his role as the key person at IPS for dealing with the full range of IPS activities in Latin America," said IPS President & CEO **David Hill**. Trino will remain responsible for all aspects of PC World Latin America and the IGS sales effort into the region. He will also continue to work with IPS Vice President Licensing **Tim Clarke** to support the group's general relationships with IDG's Latin American publishing partners. In addition he will be investigating other business opportunities in the Latin American region.

IDG World Expo Director of Finance **Donna Moschella** has been promoted to vice president of finance. She joined IDG World Expo in 1997 as finance manager, having been a financial analyst with IDG Corporate from 1992 to 1997. "Donna was one of World Expo's first employees and has played a significant role in building our accounting function from the ground up," said IDG World Expo President & CEO **Charlie Greco.** "She also has acted as a mentor to many World Expo employees in other departments, working with them on budget management and forecasting."

IDG World Expo Public Relations Coordinator **Beth Wickenhiser** has added "senior" to her title. "During the past year and a half, Beth has proven herself time and again as she builds the public relations function at IDG World Expo," said Director of Public Relations **Brooke Selby**. "Always willing to jump in on a project for any department, Beth is a deadline meeter and beater. She goes out of her way for exhibitors, has developed an admirable command of HTML and often takes on new challenges — even single-handedly taking charge of the PR function during COMNET. She has also contributed to the Reward & Recognition committee and the committee to redevelop IDG World Expo's many Web sites."

IDC Research Analyst **Vicky Hawksworth** has been promoted to senior analyst in the European IT Markets Centre, part of the Global Research Organization. "Since joining IDC, Vicky has contributed greatly to the success of the European and EMEA Black Book programs, including the recently launched European Executive Market Watch service," said **Stephen Minton**, director, Worldwide Markets. "A key contributor to the research products, Vicky has also developed strong working relationships with analysts across IDC and with European sales teams.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Michelle Reyes *PC World*

15

Michael Deutsch *IDC*

14

Bruce Buckman *IDG New Zealand*
Anthoula Andrisani *IT World Canada*
Vicki Peilen *PC World*

13

Anthony Doesburg *IDG New Zealand*

11

Mandie Johnson *Macworld U.K.*
Randy Ross *PC World*

6

Ann Hall *IDG Australia*
Julie Kaufman *IDC Canada*
Carolyn Wong *IDG.net*
Chris Shipley *IDG Executive Forums*

3

Amy Scott *IDG World Expo*
John Douglas *IDG World Expo*
Karen Hulsbos *IDG Australia*
Poonam Khanna *IT World Canada*
John Stanisic *IDC Canada*

2

Michael Widjaja *IDC Hong Kong*
Helen Han *IDG Australia*
Maiko Takahashi *IDG Japan*
Jennifer Werner *Mac Publishing*
Will Head *PC Advisor*
Diego Aguirre *PC World*
Irene Simental *IDC*
Scott Saunders *IDC*
Krista Gonzalez *InfoWorld*
Andrew Santosusso *ITworld.com*

1

Simon Higginbottom *Digit*
Beth Carlson *CXO Media*
Keeley Guillerme *Computerworld*
Tony Leung *PC World*
Jesus-Antonio Arroyo *IDC*
Denis Gaia *IDC Brazil*
Andreas Auer *IDG Germany*

Any business unit wishing to have its employees' anniversary dates listed here is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

New employees

IDG Italy has hired a new financial controller, **Salvatore Braiotta**. He has worked as a business analyst for Computervision, headed the finance and administration departments at Sonelco, and was revenue administration manager at D&B. He holds a degree in commerce and economics from Milan University, specializing in business studies in treasury and credit management.

Business Development Manager **Sean O'Hara** has joined IDG Global Solutions in Staines, U.K. He previously served as European business development director at Beenz.com. Sean has a B.A. in German and management studies from the University of Leeds. The father of two with one on the way, he enjoys family time, playing squash, and "ruining my house with shoddy do-it-yourself projects." He also coaches 27 sports/teambuilding modules a year, teaching kids ages 6 to 16 numerous sports, among them golf, football, karate, archery, survival training and teambuilding programs.

Send information for the Noteworthy section to world_update@idg.com.

New work experiences await winners of IDC Asia fellowships

IDC recently announced the 2002 winners of its Asia/Pacific regional fellowship program. Modeled after IDC's Global Fellowship Program, the Asia version is funded by IDC Asia/Pacific and IDC Japan. The program began in FY99 and enables employees to work for two to three weeks at another IDC unit in the region, learn from others and share their knowledge and expertise. A total of 19 employees, including the FY2002 group, have earned fellowships to date.

An executive committee consisting of IDC's country managers and other senior managers in the Asia/Pacific region is responsible for reviewing all grant applications; the 30 submitted this year were the most ever. Employees' proposals are considered using the following criteria: specific detail of the assignment and the benefit to the employee, the receiving business unit and the company as a whole.

This year's winners and selected highlights of their research interests are as follows:

Market Analyst/IT Services **Shuichi Iobe**, IDC Japan, visiting IDC Australia
Mission: Compare the similarities/differences of Asia's two largest outsourcing markets and produce a report on outsourcing.

Iobe

Kim

Market Analyst/Communication System & Servers **Calvin Kim**, IDC Korea, visiting IDC Australia
Mission: Produce a special report on the adoption environment for storage-area network and network-attached storage in the A/P region.

Market Analyst/Internet Research **Nathan Midler**, IDC China, visiting IDC Hong Kong and IDC Singapore
Mission: Create a model for the Internet Commerce Market Model that breaks down China Internet users and e-commerce users by region and province; publish China Internet Economy 2001-2006 bulletin.

Midler

Min

Senior Analyst/Systems and Consulting **Lee Huei Min**, IDC Malaysia, visiting IDC Singapore
Mission: Interview leading e-services providers and xSPs; work with regional and country analysts to gain deeper insight into the mechanics of tactical marketing strategies for the service market and develop a multi-client study.

IS Administrator **Valerie Soh**, IDC Singapore, visiting IDC Hong Kong and IDC Korea
Mission: Share IS knowledge and best practices; deploy software to improve remote management of systems; learn network management skills.

Soh

Wong

Marketing Manager **Mike Wong**, IDC Singapore, visiting IDC Australia
Mission: Understand the unique challenges of the Australian business environment and its impact on local marketing activities; identify areas where regional office can assist the host country.

Market Analyst/Communications **Emila Wasiak**, IDC Australia, visiting IDC Singapore
Mission: Acquire knowledge of the Asia marketplace in order to gain better understanding of Australia's position in the region and provide local clients with these valuable comparisons.

Wasiak

For more information contact IDC Asia/Pacific (Singapore) Managing Director **Piyush Singh** at psingh@idc.com.

Executive Q&A

continued from page 3

This dramatically impacts the structure of the worldwide IT industry and changes the way our customers are approaching their customers. IDG is a company of visionaries, and we think that our most important task is to foresee the driving forces of our customers' business and to provide them with best solution. There are signs that the Bulgarian market is turning back to South Asia, and we are focusing on building strong relationships with suppliers from that region to help Bulgarian distributors get better marketing support.

Q **What events does IDG Bulgaria produce?**

A In addition to *CW* and *PCW*, we publish six vertical market magazines and each has an associated executive event. This fiscal year we held forums on ERP, on IT in Law, e-Government, e-Insurance and e-Banking. In June we will hold Information Security and e-Defense events. They are all very successful and very profitable. Normally, we organize them in collaboration with a related business or government institution. We offer our executive-level attendees top-quality content in a professional but relaxed atmosphere that promotes a high level of interaction between our attendees and sponsors.

celebrating 10!

Name
Nancy Newkirk

Home
Wellesley, Mass.

Joined IDG
August 1992 as Director of Information Systems.

Career path since joining IDG
I'm in the same job I was hired for! We renamed the group a few years ago from Information Systems to Information Services. I'm thinking of skipping the Information Technology name and getting ahead of the curve to the next one – Technology Services.

Current title, what job involves
Director of Information Services. I manage the group that maintains the corporate financial systems and supports the technology requirements of the corporate staff.

Most challenging part of your job
The diverse population we support. We work with the IDG Corporate Support Center, Human Resources, the Corporate Support Group and each of the domestic business units in some fashion. We also do some work with the international business units for budget and forecast data collection. Each group has a different culture and set of priorities, and we need to work with them all.

Best part of your job
I love solving problems. I love figuring out what the problem is and then designing a solution and implementing it. I get to do that almost every day at IDG, because things are always changing here.

What's kept you at IDG for 10 years?
I'm trying to set the U.S. record for being the IS person who has worked for the fewest (three) companies in their career. The culture and entrepreneurial environment at IDG makes that quest enjoyable.

What ability do you wish you had that you don't have?
The ability to speak languages other than English.

Fantasy job
To be a highly compensated singer who only does albums and doesn't tour or rehearse or promote or any of the other work usually involved in being a highly compensated singer. (Because, really, who fantasizes about actually working?)

First job?
Secretary in a church. All through high school and college, my most important job skill was the ability to type well. It still is an important skill for my job!

*IDG Chairman **Pat McGovern** escorted IDG Director of Information Services **Nancy Newkirk** to Aujourd'hui at the Four Seasons Hotel in Boston in honor of her decade of service to the company.*

Your idea of a perfect day alone?
Any day alone is close to perfect already. Throw in gardening and reading a book, and I'm very happy!

What book is on your nightstand?
Guns, Germs and Steel: The Fates of Human Societies by Jared Diamond. Of course, it's in the bedroom while I'm in the family room reading gardening magazines and watching TV.

If you won the lottery tomorrow, you would:
Retire! After putting aside enough money to retire immediately and giving some to our families, I'd use the rest to provide decent housing for those that want it but can't afford it.

Retirement dreams?
All the time. We want to live where our families and friends will visit us regularly and where we can play golf most of the year.

What disc is in your CD player right now?
Watertown, by Frank Sinatra. I don't know why, since I cry every time I listen to it and his range is too low for me to sing along well.

Manager's profile
"Nancy is a pleasure to work with. She makes certain that all of IDG's financial systems are running accurately and efficiently. She has the great ability to lead people and take complex problems and make them easily understandable by non-IS people. I would be at a loss without Nancy leading the IS group at the IDG Corporate Support Group."
-- *Ted Bloom, corporate VP/controller/treasurer*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Heather Beauton *CXO Media*
Ann Harris *Computerworld*
Timothy Johnson *Network World*
Anne Joyce *IDC U.K.*
Elizabeth McMahon *IDG World Expo*
Charlotte Poulsen *IDC Nordic*
Meryl Salter *IDC U.K.*
Alessandra Ughi *IDC Italy*
Elisa van Dam *IDC*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

3 JUNE 2002
VOLUME 32, NUMBER 20

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

ComputerPartner launches event for German channel market

Channel
World
Expo

The primary organizers of the first Channel World Expo (from left): ComputerPartner Editor-in-chief ***Damian Sicking****, Marketing Manager* ***Diana Bonarius****, Circulation Manager* ***Julia Sprenger*** *and Publisher* ***Alessandro de Bochdanovits****. Not pictured: Ad Sales Director* ***Axel Hollenbach****.*

A tough economy didn't stand in the way of a determined band of *ComputerPartner* staff members who launched a profitable three-day event, Channel World Expo, in April at the Offenbach Trade Fair Center in Offenbach, Germany. The dealer association AKCENT integrated its fifth annual congress into the show and organized the conference program, an added draw for the 60 exhibitors and 2,000 visitors.

Channel World Expo stands as the only dedicated trade show for the channel in Germany today. Its competitors are the dealers-only hall at the Systems trade show in Munich, road shows sponsored by vendors focused on the channel and product showcases sponsored by volume distributors.

According to *ComputerPartner* Publisher **Alessandro de Bochdanovits**, trouble had been brewing at CeBIT for the past three years between CeBIT organizers and computer distributors. "Last year we knew that a substantial number of vendors focusing on dealers weren't going to CeBIT 2002;

continued on page 5

IT World Canada's Web strategy boosts company's profile

IT business community responds to company's effort to focus on its needs

19th annual Employee Photo Calendar Contest now accepting entries! See page 6 for details.

Cooperate, integrate, differentiate. And find out what keeps your clients up at night. That's how IT World Canada is serving both its customers and its bottom line.

The Toronto-based company's online business model is a portal site (www.itworldcanada.com) that acts as an IT news and information gateway for the Canadian IT business community and offers content and related topics from the business unit's four print publications – *CIO Canada*, *ComputerWorld*, *CxO* and *Network World*. However, rather than merely duplicating the print products online, the site's content is sorted by topic and placed in the appropriate site area or topic portal (see sidebar page 5 for full list of the site's offerings).

> *"Through these recent tough times when print products have been struggling, we have been hitting record months with our Web business."*
>
> *— Mark Pellicane*

"Through these recent tough times when print products have been struggling, we have been hitting record months with our Web business," **Mark Pellicane**, general manager, Online Division. "We find the print and online products serve to strengthen each other and, as a result, contribute to the overall health of the company. By adding the Web to our product mix, we are further able to meet the changing needs of our clients. This has, in fact, differentiated us from our competition and allowed us to tap in to non-tradi-

continued on page 4

IDG Global Solutions, Apple work to educate teachers

IGS EMEA office taps expertise of PC Advisor in effort to raise IT awareness

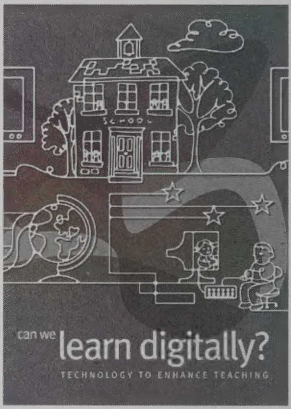
IDG Global Solutions (IGS) has added another chapter to its growing portfolio of lead-generation success stories. Using the creative expertise of the *PC Advisor* team in London, the EMEA (Europe, Middle East and Africa) office of IGS formulated a proposal for Apple Computer Europe to target elementary school teachers in Europe.

Key members of the Apple project (from left): IGS/EMEA Business Development Director **Justin Khaksar**, IGS VP Business Development **Matthew Yorke**, PC Advisor Publisher **David Fernando** and Project Director **Andrew Marsh**.

Apple's objective was to raise the awareness of the power of personal computing technology for teachers in the classroom, fully aware that many teachers are often less PC-literate than pupils. At the same time, Apple wished to generate leads for a series of IT products customized for schools and position the company as the leading IT solutions provider for the European education market.

With these goals in mind, Apple solicited proposals from the IT trade press. VNU was called in first "and didn't even bother to focus on what Apple's issues were," said IGS/EMEA VP Business Development **Matthew Yorke**, "We talked about the market, Apple's challenges, and what they could do country-by-country." One meeting led to eight, and a custom publishing solution was born after IGS brought in *PC Advisor* Publisher **David Fernando**, who has an extensive background in custom publishing.

> *"A project like this positions IDG as a communications partner for the client, able to develop and deliver a message, compared to a company like VNU, which is focused on selling ads and tends to work more often with agencies."*
>
> *— Matthew Yorke*



PC Advisor staff oversaw the production of this booklet, which focuses on raising teachers' awareness of the power of classroom computing. Some 30,000 copies — printed in four languages — will be available in mid-June.

The IDG proposal was accepted, with the mainstay of the program being a booklet that discusses the benefits of personal computers in preparing, delivering and assessing lessons. The booklet has very subtle Apple branding and features all types of PCs in addition to the iMac and other Apple products. Editorial integrity was maintained throughout, with substantive editorial content focused on raising awareness of classroom computing. Teachers can request the booklet (of which 30,000 copies were printed) directly from Apple through a series of seminars and mailings. A call to action features prominently within the publication and this captures user data on a soon-to-be-created Web site.

PC Advisor Editor **Andrew Charlesworth** tapped the international *PC World* network to identify local freelancers and commissioned the content in four languages (German, English, French and Italian), each with original content relevant to the respective markets. The finished product — the English version has 36 pages — will be rolled out beginning in mid-June to six countries.

PC Advisor staff were responsible for editorial development, commissioning, design and production as well as client-account managing the whole publishing process.

"A project like this positions IDG as a communications partner for the client, able to develop and deliver a message, compared to a company like VNU, which is focused on selling ads and tends to work more often with agencies," Yorke said.

For more information contact Matthew Yorke at matthew_yorke@idg.com or David Fernando at david_fernando@idg.com.

Q and A executive

Bengt Marnfeldt
The general manager of IDG Sweden is this week's guest columnist. He may be reached at bengt.marnfeldt@idg.se.

IDG Sweden at-a-glance

Established 1985 (IDG previously signed a joint venture agreement with Marnfeldt's company in 1983).

Number of employees 225

Publications
Computer Sweden
MikroDatorn (founded 1978)
Network & Communications
Mac World (just bought the only competitor)
Security & Secrecy
CIO
IT.Branschen (Channel)
CAP&Design
PC för Alla
Internetworld
M3 (*MaxiMobileMagazine*)
Biotech Sweden

Web site www.idg.se (No. 6 of all media sites in Sweden)

Other products Events, recruitment and direct marketing.

Recent accomplishments Just launched *CIO* (May) and *Biotech Sweden* (April).

Q Briefly describe the Swedish IT publishing market and IDG Sweden's position within it.

A Sweden has nine million inhabitants and a very advanced IT industry, but Ericsson is in troubled waters. IDG Sweden has been the market leader for many years and now has a market share of nearly 80%. If we include the big daily and the business press we have a 55% market share. *Computer Sweden* is our main product and is published three times a week with a circulation of 60,000.

Q The paid circulation of *PC för Alla* has increased 40% over last year, making it the biggest PC magazine in Sweden. To what do you attribute this accomplishment?

A Under the leadership of Chief Editor **Fredrik Agrén** this monthly magazine has implemented a number of techniques we have found to be excellent tools in order to develop a product successfully, such as:

1) The editors are in constant contact with the readers — more than 300 e-mails or phone conversations every week.

2) We make the reader our friend by writing in a warm, personal tone. We do not speak or write as though we are the experts and the reader knows nothing.

3) *PC för Alla* should inspire and educate while entertaining. People buy and read a magazine because it's fun, not because they have to.

4) An article cannot cover everything, but we can give the reader tips where to find more information about the subject. We are in the service business.

5) The more we give, the more we get. As the circulation goes up, we increase the number of pages and hope to sell even more copies. And the formula works.

Q What have been some of the ways you have adjusted your business in light of the current economic situation? What cost-savings measures have you put in place? New initiatives?

A In January 2001 we started a downsizing process. Our priorities were cash and risk. We reduced the number of titles and looked for potential buyers of some of our departments like telemarketing and books. At that time we were around 350 people in the office, and now we're around 225. After this summer we will be 215, and I guess that by December we will be 200. Still, we have not given up our long-term strategy to launch new products when the timing is right. Thus, our biotech publication, *Biotech Sweden*, was published in April (the title was filed already in 1998).

Q You recently considered reducing the frequency of *Computer Sweden* from three times a week to two, given the drop in advertising. What's the latest news?

A Yes, we got this advice, but we decided to hold out. The big problem is that recruitment ads have gone down dramatically – by 90% compared to last year. Still, we have invested a lot in our frequency strategy and to give it up would cost much more than to keep it afloat this and next year.

Q A few months ago you decided to start charging customers for access to some of your Web sites. How did you do this and will it be a short-term experiment?

A We made it very easy for us. We closed the site for all non-subscribers who now only can read the daily headlines. Also we started with a target group where you find the ultimate devoted users: the Mac people. The result has been more subscribers but not really any big revenues. We continue to experiment and send the message that information has a value and therefore it should directly and indirectly cost the reader money.

Q The Swedish government instituted a special 11% tax on all gross revenues from ads in magazines, a tax that does not apply to ads in dailies, TV or on the Internet. What are your thoughts?

A This is a very bizarre and political tax introduced 25 years ago. The purpose is to move money from profitable publications to poor dailies, mostly socialist titles. It is a ridiculous tax, and we have for many years tried to enlighten members of the Swedish parliament. Now they have come to their senses and decided to skip the tax "when we can afford it," but we know that a statement of that kind coming from politicians means nothing. Still we hope. We need the money, and the tax hits where it hurts us the most: our bottom line!

IT World Canada

continued from page 1

tional pockets of revenue."

Pellicane said revenue is generated through run-of-site banner advertising, the sale of Webcast sponsorships (in partnership with U.S.-based ITworld.com), and special projects involving co-branding and syndicating content. The biggest revenue generator, though, has been portal sponsorships of the site's What Keeps You Up At Night section (see sidebar at left).

(Back, l-r): Multimedia Programmer ***Richard Zorzit****, General Manager Online Division* ***Mark Pellicane****, Marketing and Web Business Development* ***Phil Almeida****, Sales Executive Online Division* ***Dan Goldhar****. (Front): Web Coordinator* ***Tara Welsh*** *and Senior Programmer* ***Dave Francis****.*

Online revenue has been growing consistently in the past few years, he said. In 2001, IT World Canada was averaging $30,000 to $50,000 (Canadian) per month and is currently at $70,000 to $80,000. Because expenses such as site maintenance and service staff salaries are fairly standard across the board, regardless of revenue earnings, profitability has gone up with the rise in revenue.

The 12 reader interest areas, such as e-business, integrating IT, security and skills management, not only form the basis of this section and its e-newsletters, they help guide the print editors in deciding what content will be the most relevant to their readers. "From a print perspective, we can enhance the content and value of our products by having the publications direct their readers to the Web for more information on the specific topics that interest them," Pellicane said.

> *"Once advertising clients discover our ability to produce such a broad range of products and services, we find more and more requesting – and budgeting for – a complete advertising package including print, event and online as total solution."*
>
> *— Mark Pellicane*

Also, the e-mail addresses collected through this process "dramatically" decrease the costs incurred by the circulation department's subscriptions renewal programs. According to Pellicane, the circulation department spends a good part of its budget seeking and qualifying new names to maintain the integrity and targeted nature of the publications. "By using a Web initiative, the cost of accumulating and qualifying names goes down. And it was the coordination and sharing of the circulation budgets that allowed us to boost the Web initiative, greatly reducing our up-front costs," Pellicane explained.

Also, renewals are offered via e-mail, further trimming circulation costs. "We are currently exploring ways to enhance this functionality, and the further we automate the system the better the functionality, speed and savings involved," he said.

The mini-databases of subscribers also provide IT World Canada with a launching pad for small seminars and conferences without inundating its entire readership with promotional material. "We recently ran two such events in which we filled the house with high-quality attendees with almost no marketing or promotional costs," Pellicane said.

"Once advertising clients discover our ability to produce such a broad range of products and services, we find more and more requesting – and budgeting for – a complete advertising package including print, event and online as total solution," he noted. "Our ability to provide all three through a centralized program gives us a competitive advantage in the marketplace. Each product contributes to the health and value of the sister product and helps feed its profitability and existence."

He said that his group spent a great deal of time making sure the itworldcanada.com staff of six can present an integrated package to potential clients and be knowledgeable about all of the company's product offerings and its audience.

In-house sales reps and clients can use the site's

continued on page 5

What keeps Canadian IT pros up at night?

IT World Canada's What Keeps You Up At Night portal consists of all the content from the group's four print periodicals, sorted into 12 topics of most interest to readers, "the subjects and issues that readers and IT users continue to think about when they get home at night," said **Mark Pellicane**, general manager, Online Division.

The IT World Canada editors funnel the articles into the appropriate topics for targeted viewerships, "that way our advertisers get the people they want to reach for that targeted area."

The topics currently keeping ITWorldCanada readers tossing and turning through the night include:

Data management
E-business
E-government
Integrating IT
Intranet/extranet
IT infrastructure
Networking technology
Security
Skills management
Storage
Voice, data and IP
Wireless and mobile

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal
IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by June 28, 2002.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by June 28, 2002. Send nominations to Jennifer Carty, IDG Human Resources, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4600.

IDG

Week of June 3, 2002

Senior Regional Sales Manager, CIO Magazine (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Senior Regional Sales Manager based in San Francisco, covering Northern California. This position is responsible for prospecting new accounts while maintaining and expanding client relationships with current customers for CIO Magazine. Ideal candidates will possess a minimum of 5 years experience in high-tech ad sales, familiarity with technology accounts and their agencies, ability to sell at the highest levels, to sell integrated programs, and possess strong management skills. Candidates must also possess excellent communication and presentation skills as well as an understanding of the elements which create opportunity in the advertising community. Demonstrated closing skills and collaborative, creative problem-solving ideas required. Candidates must have a proven track record of customer oriented success with an excellent reputation among advertising decision-makers. Travel required.
Location: San Francisco – CA
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Circulation Director (GMG)

IDG Games Media Group, Inc., the world's premier interactive entertainment publisher for multiplatform gaming enthusiasts and publisher of GamePro magazine, is seeking a Circulation Director with at least 10+ years experience managing paid circulation and single copy sales activities for a major print publication. The ideal candidate will be able to effectively implement strategies to achieve circulation goals, possess excellent analytical skills, and be able to demonstrate mastery of modeling. The Circulation Director will be responsible for strategic planning, budgeting, comprehensive financial reporting, modeling, ABC audit & publisher's statements, implementing promotion efforts to acquire new subscribers and renew existing subscribers, supervising subscription fulfillment activities, and working closely with our editors and sales teams to help maintain our top quality circulation. GamePro (IDG) offers an attractive compensation and benefits package, including health, ESOP, 401(k), insurance benefits and training. For consideration, please send your resume, cover letter and salary requirements to: Kristin Shackelford, GamePro, 555 12th St, Ste. 1100, Oakland, CA 94607; Fax: (510) 768-2705; or e-mail: jobs@gamepro.com GamePro is located at City Center Oakland, one block from the 12th Street BART station. ***Location: Oakland CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Copy Editor, San Francisco (NEW)

The IDG News Service is seeking a copy editor with a great eye for detail and strong editing, grammar and proofreading skills, based in our San Francisco bureau covering West Coast business hours. Responsibilities include editing IT industry news and features under tight deadlines for our real-time online wire service; acquiring and republishing copy and graphics from throughout the IDG editorial community for our global news cooperative; and doing research as needed to update and expand a library of online information resources for editors. Additional responsibilities commensurate with the successful candidate's skills, experience and interests may include writing breaking news stories and taking charge of ancillary information resources. The ideal candidate has a journalism background, experience copy editing for a daily news publication using PC-based editing tools, and a firm grasp of AP style. ***Location: San Francisco - CA***
Contact: J. Niccolai, Email: james_niccolai@idg.com

U.S. Correspondent, Boston (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Boston – MA***
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Channel talk

Dealers
Companies that sell computer products to end users via a storefront or in volume to a company.

Distributors
Entities that need dealers to sell their products. Distributors may or may not be vendors of their own PC brand.

Vendors
Manufacturers of all kinds of computer hardware or software and companies that provide services such as IT education and training.

Value-added reseller (VAR)
VARs provide companies with large-scale solutions to their computing needs, such as computers, software, peripherals, networking tools, wiring, cabling, and the related consulting, design and installation of those products.

Channel World Expo

continued from page 1

only a couple of major companies, including Microsoft and Hewlett-Packard, offered space dedicated to the channel at CeBIT. We positioned Channel World Expo as the premier event for vendors to meet the dealers who didn't come to CeBIT this year."

As a result of targeted, in-person sales calls to key individuals at hardware and software vendors, exhibitors included top international brands such as Toshiba, Canon, Adobe, Avaya, Fujitsu Siemens, Ingram Micro, Samsung, Symantec and NEC/Mitsubishi.

De Bochdanovits said many exhibitors had their top managers in attendance. To ensure that those executives would meet more of their customers, *ComputerPartner* ran an ad campaign running from September through January with statements from CEOs and COOs of well-known value-added resellers and system integrators who said they planned to visit the show.

ComputerPartner's marketing plan to boost visitor attendance also included using the well-known *ComputerPartner* name to brand the event (and strengthen the *ComputerPartner* name in the process), and an ad campaign describing what top exhibitors planned to feature and who from the company dealers could meet. *ComputerPartner* also gave exhibitors special entrance passes that they sent to their dealer database.

It's relatively unusual for a trade show to be profitable within its first three years, de Bochdanovits said, mainly due the massive marketing activities needed to promote the brand and attract visitors. But *ComputerPartner* had the tools to beat the odds. "We created a show targeting a narrow group of potential visitors and had approximately 80% of their addresses in our database already," he said. "Since we did most of the marketing in-house and had a very cost-effective concept, we were able to generate the planned and budgeted profit even in these tough economic times."

Given the positive overall feedback from exhibitors and visitors, de Bochdanovits is optimistic about repeating this year's success in 2003. CeBIT is scheduled to have a hall dedicated to dealers next year, and *ComputerPartner* is monitoring those plans to fine-tune Channel World Expo accordingly.

For more information contact Alessandro de Bochdanovits at abochdanovits@computerpartner.de.

ComputerPartner at-a-glance

Frequency 50 issues/year
Circulation BPA certified controlled circulation 27,633 (highest in the market and most recently updated circulation list).
Market status Strong No. 2 with increasing market share behind *Computer Reseller News*.

What's on itworldcanada.com?

The IT World Canada portal site offers the following user services:

- Daily IT news (the site's most popular feature)
- A bi-weekly global news watch
- Content portals under the "What Keeps You Up At Night" section that address specific topics of interest
- Webcast content topics
- Employment opportunities via a JobUniverse sub-site
- Events listings
- Wireless content delivery

And these advertiser services:

- Portal sponsorships
- Run-of-site banners, towers and buttons
- Webcast sponsorships, with registrant lead generation
- Daily news broadcast sponsorships
- Custom client portals and syndicated content

IT World Canada

continued from previous page

Media Centre to review pricing of print, online and events offerings. Password-protected, the Centre is as an alternative to standard media kits, and Pellicane said it makes their products more widely available to clients, thereby simplifying their sales efforts.

"If sales reps need to supply information in a timely fashion, they can provide access to the Media Centre by a timed password cookie, to be followed up with a print media kit if needed," Pellicane said. Password protection is in place to hinder competitors from viewing the information or any updates to products or pricing structures. The material is meant as a direct resource between the rep and the client/representative agency.

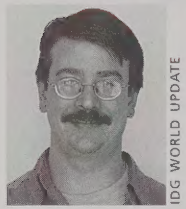
Pellicane said the cooperation among the IT World Canada print, Web and circulation departments has been the most instrumental in the business unit's success.

"By using every opportunity to poll our readers about specific topics of interest to them and asking them for their permission to notify them when we have new content and information on these topics, we have developed a list of key areas of reader interest, along with associated mini-databases of subscribers to each," he said.

As information is added to each subject portal, specific reader groups are sent an e-mail broadcast with links to take them to the site for the full article. "Using cookies, we tie these e-mails back to our master circulation subscriber database, which in turn provides us comprehensive information on who is traveling to the site," Pellicane said. "This information — the numbers and types of people and their demographics — goes a long way in convincing advertisers of the value of using our site."

For more information contact Mark Pellicane at mpellicane@itworldcanada.com.

noteworthy people



Ocampo

IDG WORLD UPDATE

Raphel

Promotions

COMNET Operations Manager **Amy Scott**, a three-year veteran, has added a new title to her responsibilities: director of operations at IDG World Expo. "Amy is ready for the challenge, having demonstrated leadership qualities and a knowledge of the tradeshow industry we can all benefit from," said World Expo VP/Event Services **Darrell Baker**.

New employees

Tom Ocampo has joined CXO Media as an ad sales associate in San Francisco. He was most recently an account executive with *Business 2.0*. Tom majored in Spanish and Latin American Area Studies at Denison University in Granville, Ohio. He enjoys cooking, martial arts and growing orchids and spending time with his six-month-old son, Rey.

Derek Butcher is InfoWorld's new engineering manager, coming from the Advanced Technology Group of the Disney Internet Group where he held the title of senior engineering manager and built cross-site solutions for sites including ESPN, ABCNews, Infoseek and Disney Online. He holds a B.S. in psychology and computer science from the University of Washington in Seattle and enjoys mountain biking, skiing and tennis.

At InfoWorld's Boston office, **Elisabeth Raphel** has signed on as a sales associate. She most recently worked as an account executive for RHI Consulting. Elisabeth has a B.A. in communications from the University of Massachusetts/Amherst and enjoys skiing and water sports.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Retirement, investment planning Web site adds new features

IDG U.S. employees now have more financial planning tools at their disposal. ING Aetna, IDG's 401(k) vendor, is now part of ING Group and is now known as ING. Although Aetna has been operating under the ING umbrella for some time, the company has made several recent enhancements to the Web site that are now available and ready for use. ING's Web address is www.ingretirementplans.com (formerly aetnafinancial.com).

Participants and prospective participants have access to new online retirement planning tools and calculators. Two of the several calculators available that may assist employees in establishing their individual retirement goals are:

- **The 'Saving Through Tax Deferred Investments'** calculator, which demonstrates how your paycheck might look if you contributed to an employer-sponsored retirement program on a regular basis at various contribution levels (percentages).
- **The 'Determine Your Needs'** calculator, which allows you to see how much you'll need to save each month in order to reach the retirement savings objectives you set for yourself.

ING plans to add several other enhancements that should be online in the coming months. IDG Human Resources staff will update employees when more information is available.

Enter the 19th annual Employee Photo Calendar Contest

Shutterbugs, load your film! It's time for the 19th annual IDG Employee Photo Calendar contest! Here's your chance to win fame, fortune and 30 or so days of bragging rights.

2002
Employee Calendar
IDG
INTERNATIONAL DATA GROUP

Will your photo be part of the 2003 calendar?

Here's how it works:
You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented. No panoramic-width photos can be accepted.

Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.

Entries must be received no later than Sept. 13. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. **Please note: Photos will not be returned.**

If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Matthew Smith *Computerworld*

20

Debbie Waters-Colacchio *IDG*

18

Mitchell Betts *Computerworld*

17

Andreas Dunse *IDG Germany*
Rudolf Schuster *IDG Germany*
Walter Kainz *IDG Germany*

16

Bob Ostrow *PC World*
Dagmar Batschat *IDG Germany*
Martin Hingley *IDC U.K.*

15

Norman Noble *PC World*
Gary Anthes *Computerworld*
Susanne Kratoschka *IDG Germany*
Michael Nerke *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*

14

Alan Farias *IDC*

13

Paul King *PC World*
Meg Rogers *IDG New Zealand*

12

Clare O'Brien *ITworld.com*
Steve Fontaine *IDC Australia*
Bea Horváth *IDG Hungary*
Ica Rodriguez *IDG Hungary*

11

Noboru Masuda *IDG Japan*

10

Stephen Lawson *IDG News Service*
Marlene Buschbeck-Idlachemi *IDG Germany*
Morten Meilby *IDG Denmark*
Karen Mulligan *IT World Canada*

9

R. Paul Mason *IDC*
Michael Riis *IDG Denmark*

8

John Farrell *IDC*
Anne Ridyard *Digit U.K.*
Ralphe Manzoni *IDG Brazil*
Peter Kane *IDG New Zealand*

7

Janka Petrovska *IDG Poland*
Michael Hall *IDG*
Christopher Greene *IDC*
Caryn Andruski *IDC*
Theresia Schmid *IDG Germany*
Jeffrey Chua *Computerworld Singapore*

6

Ruy de Souza Mendes *IDC Brazil*
Tom Wailgum *CXO Media*

5

Tomas Bucina *IDG Czech Republic*
Joseph Rigoli *IDC*
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*
Peter Steinlechner *IDG Germany*
Malgorzata Kubecka *IDG Poland*
Steve Poelking *IDC*
Andrea Lengyel *IDG Hungary*

4

William Xu *PC World*
Mary McPhillips *IDC*
Pamela Giesen *IDC*
Sophie Mayo *IDC*
Nicole Bayerl *IDG Germany*
Helle Thilo *IDG Denmark*
Pernille Olsen *IDG Denmark*
Sharon Bird *IDG U.K.*
Yukari Sasaki *IDG Japan*

3

Shunsuke Murahashi *IDC Japan*
Peter Cohen *Mac Publishing*
Joel Arbeitman *Computerworld*
Scott Marsh *IDC*
Karen Funk *IDG Germany*
Verena Nißlein *IDG Germany*
Christine Vetter *IDG Germany*
Niels Veileborg *IDG Denmark*
Jan Hansen *IDG Denmark*
Katja Hougaard *IDG Denmark*
Jette Merkel *IDG Denmark*
Mikkel Ekenberg *IDG Denmark*
Rolf Fischer *IDG Switzerland*
Sandra Pantarotto *IDG Brazil*
Melissa Sayon *IDG Brazil*
Hamish MacKenzie *IDC U.K.*
Linus Lai *IDC Malaysia*
Anita Cseresznye *IDG Hungary*

2

Michiko Ohishi *IDC Japan*
Deborah Radcliff *Computerworld*
Mark Savery *Computerworld*
Jakub Moc *IDG Czech Republic*
June Zammett *IDG*
Charlotte Rancourt *IDC*
David Howerton *IDC*
Liliana Pomareda *IDC*
Christine Robl *IDG Germany*
Jan Hanika *IDG Germany*
Jan Tomaszewski *IDG Germany*
Marion Müller *IDG Germany*
Panagiotis Kolokythas *IDG Germany*
Oliver Kurz *IDG Germany*
Christophe Urra *IDG Germany*
Peter Kollmaier *IDG Germany*
Barbara Madariaga *IDG Spain*
Jose Daganzo *IDG Spain*
Nicole Gallant *IDC Canada*
Chris Barnard *IDC Benelux*
Beatrice Sarraf *IDC Benelux*
Tony Webster *IDG New Zealand*

1

Patrick Reininger *IDG Germany*
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Stefan Käsweber *IDG Germany*
Stephanie Rahn *IDG Germany*
M. Luisa Melo *IDG Spain*
Frantz Pedersen *IDG Denmark*
Lukas Raska *IDC CEMA*
Thomas Vavra *IDC CEMA*
Melinda Lejano-Manasan *IT World Canada*
Diane Lippert *IT World Canada*
Sonia Codispoti *IDG Italy*
Luisa Fanti *IDG Italy*
Lyone Peperkamp-Stofberg *IDC Benelux*
Samantha Waal *IDC Benelux*
Hironobu Sagara *IDC Japan*
Tamae Hamaya *IDG Japan*
Bertalan Halász *IDG Hungary*
Zoltáan Telek *IDG Hungary*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Sign up for your *World Update* PDF

IDG employees can now choose to receive their weekly issue of *IDG World Update* in a low-resolution PDF format via e-mail on the day it is published.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

Those who prefer HTML text may visit World Update Online (www.idgworldupdate.com). In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field.

celebrating 10!

Name
Cathy O'Leary Hayes

Home
Natick, Mass.

Joined IDG
March 1991 as director of marketing, *CIO* magazine

Career path since joining CXO Media
Started the marketing function at the company in 1991. **Joe [Levy]** said my mission was to make *CIO* a household name. I can't say I've necessarily accomplished that, but we've certainly made a lot of inroads over the years!

Current title, what job involves
As executive vice president of marketing, I run the marketing research, marketing communications and News & Information functions at CXO Media.

Most memorable work moment?
I would have to say my 10-year anniversary dinner with **Pat McGovern** and two CXO Media colleagues was the most memorable evening of my career at IDG. Getting picked up in the limo, having Pat greet us curbside with roses and enjoying a relaxing evening during which we cooked up a couple of new business ventures (and offered to run Pat's campaign for governor of Massachusetts should he choose to run).

I joined IDG because
I was bored with product/software marketing on the technology vendor side. I had already sampled agency life at a PR firm in Boston and done stints with tech hardware and software companies.

What's kept you at IDG for 10 years?
Three key things: Creative, entrepreneurial environment; my exceptionally talented staff, and my smart colleagues, many of whom I've worked with for more than10 years.

Highest-profile "invention" at IDG
The term "collaboraction" along with [Executive VP, Operations] **Walter Manninen**. Joe Levy had just taken over a new role as president of IDG Communications. At an offsite meeting, he conveyed his vision for a new era at IDG in which folks at the different divisions would need to collaborate more on business where it made sense to do so. He also wanted IDG to be more nimble and get better at execution. After the meeting, Walter and I brainstormed the term by coming up with collaborate + action = collaboraction.

Person who's taught you most about leadership?
Joe Levy, my boss. A great leader and inspirer. Taught me what "let's try it" really means at IDG.

IDG Chairman ***Pat McGovern*** *escorted CXO Media Executive Vice President of Marketing* ***Cathy O'Leary Hayes*** *to dinner at Aujourd'hui at the Four Seasons Hotel in Boston in honor of her years of service to the company.*

Interests outside the office
My family — husband Michael and children Rebecca, age 13; and twins Emily and Jonathan, age 9. I love watching them grow as individuals and enjoying their sports, including soccer, softball and alpine racing. Also, I love to read whenever I get a few spare moments and I am getting back into creative writing.

Dream destination
Any remote island in the Caribbean where my husband and I could spend a few peaceful days without kids and complete our sentences without interruption!

Your idea of a perfect day alone?
Reading a good book while listening to some great music.

One possession you'd grab if your house were on fire?
After grabbing my husband and kids, I'd grab as many CDs from my collection as time permits.

Manager's profile
"Cathy Hayes has been a key contributor to the success of CXO Media and all of our products and services for the past decade. Cathy was the CIO marketing department 10 years ago and over the past decade has built a great team. One of her great accomplishments was creating the News and Information function and hiring **Susan Watson** to lead it. Thanks to Cathy's creativity, leadership and ability to get things done, CXO Media has grown into a vital contributor to IDG's success. Cathy's 'let's do it' attitude has made CXO a big winner."

— *Joe Levy, president & CEO, CXO Media*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

David Fernando *PC Advisor*
Justin Khaksar *IDG Global Solutions*
Richard Zorzit *IT World Canada*

IDG **WorldUpdate**

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

10 JUNE 2002
VOLUME 32, NUMBER 21

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Vortex 2002 explores ways to jumpstart networking industry

Fifth annual event attracts key sponsors, high-level industry leaders

With a focus on how to get the network industry growing again and ways to better serve customers, the fifth annual Vortex conference attracted 240 high-level networking and telecommunications leaders to Dana Point, Calif., last month. Organized by IDG Executive Forums, Vortex 2002 built upon the themes of Vortex 2001, which explored the problems and issues facing the networking industry as a result of the economic downturn and the demise of the dotcom sector.

VORTEX | 2002
IDG EXECUTIVE FORUMS

Vortex Executive Producer ***John Gallant*** *(far right) facilitates a lively debate with the Thought Leaders Panel. From left: Len Lauer, president, Global Markets Group, Sprint; Jin K. Lee, general manager, Business Innovation Services, Worldwide Telecommunications Industry, IBM; Kevin O'Hara, president & COO, Level 3 Communications; John Sidgmore, CEO, WorldCom.*

For the second year, Network World President & Editorial Director **John Gallant** served as the event's executive producer. In conjunction with the event team at IDG Executive Forums, Gallant established the agenda and identified and recruited the close to 50 industry leaders — almost half of whom were CEOs — who shared their opinions, predictions and advice with attendees.

"While last year's show focused on what went wrong in the network industry, this year's conference focused on how to reignite growth and how to better address customer needs," Gallant said. "Great discussions along those lines and a strong reminder from CEOs like Judy Estrin of Packet Design that we cannot turn away from innovating and inventing despite the economic challenges facing the industry were the hallmarks of Vortex 2002,"

continued on page 5

PC Advisor rolls out newsstand title targeted to home PC users

PC ADVISOR
EXPERT PC SECRETS & SHORTCUTS
TIPS & TRICKS
Optimise, customise and revitalise your computer
NEW!
500 TIPS
for every PC
WINDOWS
SOFTWARE
HARDWARE
INTERNET
PASS IT ON
Internet Cleanup
Windows 98
HELPLINE Q&A DIRECTORY
FREE poster!

Last month, *PC Advisor* in the U.K. joined several of its sister publications in Europe in offering a special issue aimed at home PC users, extending the magazine's brand as well as revenue opportunities. *Tips & Tricks*, the first of two issues planned for this fiscal year, is a 132-page compendium of "short, sharp, indispensable computing tips and short cuts for PC users," according to *PC Advisor* Publisher **David Fernando**.

IDG Netherlands' *Tips & Trucs* is one of several similar publications that served as a model for *PC Advisor's* entry. See story page 5.

The launch issue, which will be on the newsstand for eight weeks, is expected to have a sell-through of approximately 30,000 copies and has already outsold two similar existing titles, *PC Answers* and *PC Know How*, Fernando said. Almost 1,000 copies have been sold online and another 5,000 copies have been sold overseas in several European countries, the U.S. and Australia.

Acknowledging that the current environment is a challenging one in which to launch a new title, Fernando nonetheless called the initial advertiser support — 12 pages — reasonable for this market and said that indications for ad sales into the second issue, planned for September, are more positive.

"This launch reflects the growing popularity of our online Helproom," Fernando said. "Every day over 150 tips and tricks are passed onto readers from other readers online. We believed that this demand from readers could be reflected in the print world, and, happily, we seem to be right." Fernando added that reader feedback, via *PC Advisor*'s Web site (www.pcadvisor.co.uk), has been excellent.

PC Advisor's *Tips & Tricks* will appear four times in fiscal '03. For more information, contact David Fernando at david_fernando.com.

IDG dominates *Technology Marketing*'s "Influencers Report" with 15 citations

For the second straight year, more editors and analysts from IDG were named to an annual ranking of the most influential leaders in the technology media market than from any other media company. Now in its eighth year, *Adweek's Technology Marketing* magazine's "Influencers Report" features 15 IDG references across multiple categories including Media Influencers, Trade Publications, Consumer/Computer Magazines, Pundits and Analyst Influencers' categories.

IDG journalists and analysts featured in the report, which appears in *Technology Marketing*'s June issue, include: **Michael Vizard**, editor-in-chief, *InfoWorld*; **Abbie Lundberg**, editor-in-chief, *CIO*; **Kevin McKean,** editorial director, *PC World*; **Harry McCracken**, editor, *PC World*; **John Gallant**, president and editorial director, *Network World*; **Maryfran Johnson**, editor-in-chief, *Computerworld*; **Rick LePage**, editor-in-chief, *Macworld*; **Wes Nihei**, vice president, editor-in-chief, *GamePro*; **Stephen Manes**, contributing editor, *PC World*; **Roger Kay**, director, IDC; **Dan Kusnetzky,** vice president, IDC; and **Christian Christiansen**, program vice president, IDC.

"Having more representatives on this 'key influencer' list than any other company is attributable to the editorial integrity and editorial excellence of IDG's publications, Web sites and research reports," said IDG President & CEO **Kelly Conlin** in a statement.

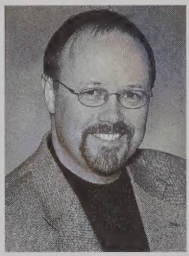
The "Influencers Report" ranks technology industry influencers – writers, columnists, editors, analysts and publications – based on their public profile, external activity, visibility, publication influence and circulation. The rankings also reflect reader surveys and *Technology Marketing's* editorial perspective. The report represents the 12-month period of April 2001 through March 2002.

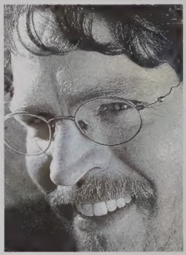
To read the full report, visit www.technologymarketing.com.

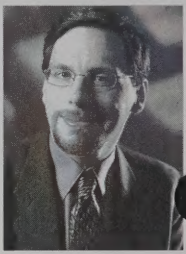
McKean

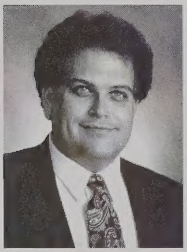
Johnson

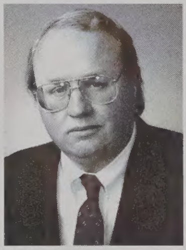
Lundberg

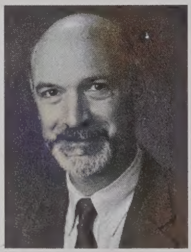

Gallant

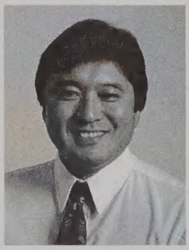

LePage

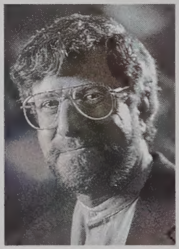

McCracken

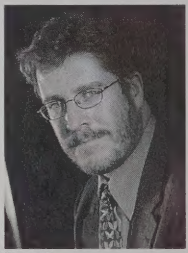

Kusnetzky


Christiansen


Kay


Nihei


Manes


Vizard

$250, 150 and $100 await top three winners of IDG's Calendar Contest

Shutterbugs, load your film! It's time for the 19th annual IDG Employee Photo Calendar contest. Here's your chance to win fame, fortune and 30 or so days of bragging rights.

2002
Employee Calendar
IDG
INTERNATIONAL DATA GROUP

Contest rules

You may submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.

Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.

Photos will not be returned.

Entries must be received no later than Sept. 13. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A.

If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

executive Q and A

Kirk Campbell
The president and CEO of IDC is this week's guest columnist. He may be reached at kcampbell@idc.com.

IDC at-a-glance

Location Worldwide headquarters in Framingham, Mass., seven other offices in the U.S. and offices in 43 other countries.

Number of full-time employees 520 in the U.S., 640 outside the U.S.

Most recent accomplishments

- In terms of media citations, IDC ranks No. 1 year-to-date in the U.S. with a 30% share of press stories quoting an IT market research firm.
- IDC delivered to customers 250 different 2001-2006 Market Forecast studies in the first four months of 2002.

Q What kind of year is FY 2002 shaping up to be financially for IDC?

A All things considered, FY 2002 is shaping up to be a fairly good financial year for IDC. While IDC's revenues are declining about 9%, we also have been able to reduce our expenses by the same percentage so that our profit margin for FY 2002 should be the same as in FY 2001 which was a record profit year for IDC. Our current forecast is that IDC will earn annual profits of $21 million this year. All four of IDC's major regions (North America, Asia/Pacific, Europe and Latin America) will be contributing healthy profits to reach this IDC worldwide profit goal.

Q Has IDC experienced the same type of downturn affecting IDG's publishing units?

A Of course, IDC is confronted daily with the same very difficult market environment selling to technology companies that all of IDG's publishing and trade show business units are facing. I believe that IDC's business is somewhat more predictable than selling advertising since a significant proportion of our business is selling annual subscriptions to our research services. This subscription revenue base makes it a little easier to forecast what our future revenues will be and adjust our expenses, if necessary, to meet our profit objectives. In addition, since IDC researches all aspects of the information technology and telecommunications markets, we try to make sure that we are increasing our research in the areas that are the hottest topics for the year. Plus, IDC's geographic diversity helps as well since typically not all regions (and certainly not all countries) are growing or declining at the same time or at the same rates. We usually can offset a weaker performance in one part of the world with stronger growth in another.

Q How are your competitors doing in this market, and how does IDC compare?

A This declining technology market is definitely a severe test for all of the IT market advisory firms. Customers are buying from only those firms that provide them with the strongest value, so a shakeout is under way. Forrester Research, which flew high during the dotcom boom, will experience a 40% revenue decline this year, and annual revenues will shrink to $100 million. Jupiter Media Metrix's revenues have declined precipitously, the company is near bankruptcy and is being auctioned off in pieces. Meta and Giga are both in a weak condition with little cash left in the bank. Gartner is the largest company in the IT advisory business and will survive but also is reporting declining revenues and poor results. IDC's positioning of providing accurate, in-depth global market data, forecasts and analysis is meeting a critical need of IT vendors and the financial industry. As a result, IDC earned in 2001 the highest profits of any of the aforementioned IT market research firms.

Q Is IDC collaborating on any new projects with other IDG business units?

A I am pleased to report that there is more collaboration going on between IDC and other IDG business units than I have ever seen in the past. We have very close collaboration under way in the hot bio-IT area where our research team is working very closely with IDG's publishing and trade show businesses. We are starting to replicate this excellent collaboration in the IT security research area as IDG launches a new publication and possibly a trade show in this critically important market. We also have a significant number of joint selling activities going on with IDG/IDC sales employees and IDC research analysts meeting with key customers and prospects. IDC is very interested in working with our IDG colleagues to provide customers with complete solutions using all of IDG's unique assets.

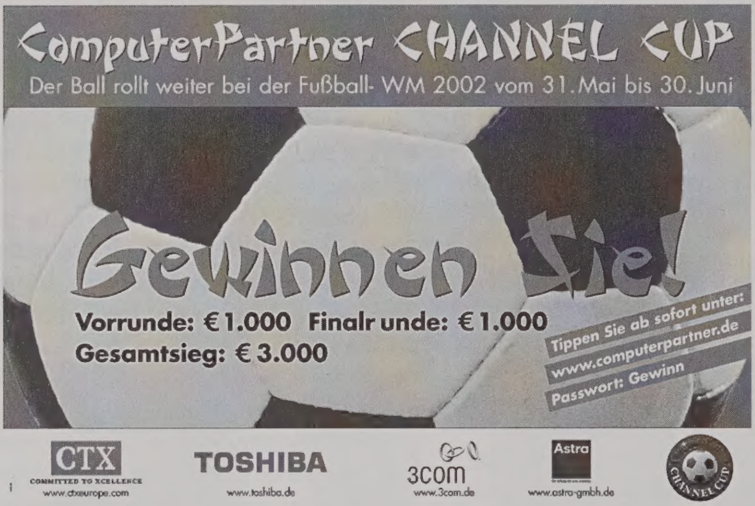
Q How important is it that IDC's analysts are quoted in the press? Is that something that IDC works to promote?

A Yes, it is an important part of a research analyst's role to talk to the press and provide insight on IT market developments and trends. If an IDC analyst is visible in the press that certainly tends to enhance his/her credibility as an expert when working with customers. We do not devote significant resources to promoting IDC analysts' availability to speak with the press since the IDC brand is relatively well known to the media. We do have one full-time press relations manager. It is also a part of the job of all of our marketing managers to promote press visibility. The most direct activity we do to attract press attention is to issue press releases highlighting the results of new IDC research studies. IDC issues at least one press release per day in one or more of our four major regions. We also hold press conferences with our top analysts at many of our IDC conferences around the world. IDC's offices worldwide receive many incoming press calls every day that analysts respond to. We encourage analysts to establish good working relationships with the reporters that cover their market expertise areas.

ComputerPartner channels World Cup enthusiasm toward Web site

Online betting model for soccer, Formula One racing increases page impressions and site visits

Soccer and Formula One racing aren't just the most popular spectator sports in Germany. They are drawing cards that *ComputerPartner* is using to drive traffic to its Web site and, in the process, earn incremental revenue through online sponsorships.


ComputerPartner CHANNEL CUP

Der Ball rollt weiter bei der Fußball- WM 2002 vom 31. Mai bis 30. Juni

Gewinnen Sie!

Vorrunde: € 1.000 Finalrunde: € 1.000

Gesamtsieg: € 3.000

Tippen Sie ab sofort unter: www.computerpartner.de

Passwort: Gewinn

CTX COMMITTED TO EXCELLENCE www.ctxeurope.com

TOSHIBA www.toshiba.de

3com www.3com.de

Astra www.astra-gmbh.de

This ad running in ComputerPartner directs readers to the Channel Cup site and provides the password, "Gewinn," meaning "prize" in German. "Gewinnen Sie" means "Win a prize."

Beginning with the European Championships in 2000, ComputerPartner.de has organized an online soccer betting game called the Channel Cup. The site runs Channel Cup twice a year for the German soccer league and now with World Cup soccer at fever pitch, it is featuring the Channel Cup Soccer World Cup Competition between May 31 and June 30.

The IT managers and resellers who comprise *ComputerPartner*'s audience obtain a password for Channel Cup in ads for the game that are published in *ComputerPartner*. They can then register for the game on ComputerPartner.de by giving their name, address, job title, company and a pseudonym. Predictions for each of the 64 World Cup matches can be made 102 hours in advance up to one minute before the game. The basic elements of the rather complicated point system involve earning a certain number of points for an exact win/score prediction and somewhat fewer for a win and a different score. Players can also earn extra points with a flash game in which they try to score a goal; other games are also on the site.

First-, second- and third-place players with the highest number of points will win monetary prizes for Stage 1 of the World Cup, another three players with the highest scores will win Stage 2 (final round) and the players with the highest overall scores for the whole tournament will be the grand prize winners. The final round payout is 3,000 euros (US$2,820), •1,500 ($1,411) and •750 ($705).

The channel community in Germany has been enthusiastic about the online competition. Page impressions and site visits nearly doubled between last year's German soccer league and the 2002 spring league. According to GPSC Channel World Manager **Silvia Sprenger**, 20% of the players who have made their Channel Cup predictions then go directly to the news on ComputerPartner.de.

Four online sponsors have signed on for the World Cup game, bringing in •60,000 ($56,500) and making it profitable from the outset. All Cup sponsors to date have been IT related.

Sprenger said the Formula One game that began last year has had similar success. Microsoft Germany even bought rights for the game from *ComputerPartner* and ran it in conjunction with its site, selling sponsorships to six of its distributors. This year, *ComputerPartner* has found that sponsors have been harder to come by, Sprenger acknowledged, but the number of players participating has increased.

For more information contact Silvia Sprenger at ssprenger@computerpartner.de. WU

ComputerPartner offers game concept to IDG colleagues

ComputerPartner offered an English version of the online competition for the World Cup to its IDG channel colleagues at no cost. The site administration is handled by a German company, so the IDG Channel Global Product Support Center in Munich hosts the games and assists with any technical issues that arise. IDG Denmark's *it-branchen* signed on, adapting the game and prizes and selling their own online sponsorships. The banners on the Danish game site represent Denmark's four largest distributors and are used as premiums for those companies' total ad spending with IDG Denmark.

it branchen
Med ønsket om et succesrigt VM!

GPSC Channel World Manager **Silvia Sprenger** plans to ask other IDG channel titles if they are interested in either the Formula One game or the Channel Cup concept that they can adapt for their own country's soccer league.

Coming up

The IDG Executive Forums lineup currently includes the following upcoming events:

DIGITAL SPECTRUM 2002:
The Reality of Digital Media
July 21-23
Hilton La Jolla Torrey Pines
La Jolla, Calif.

DEMOmobile 2002:
Unwiring the Planet
Sept. 18-20,
Hilton La Jolla Torrey Pines
La Jolla, Calif.

AGENDA 2003:
The Catalyst for Innovation
Oct. 12-15
The Phoenician Resort
Phoenix

DEMO 2003:
Separating the Innovators from the Hype
Feb. 16-18, 2003
The Westin Kierland Resort
Scottsdale, Ariz.

Vortex 2003
May 18-20, 2003
Ritz-Carlton
Laguna Niguel, Calif.

Vortex 2002

continued from page 1

he added.

Other themes that emerged during the course of the three-day conference included the following:

- The network industry is still dealing with some tough business challenges but is beginning to see the light at the end of the tunnel. Demand for network products and services is bouncing back and suppliers have done a lot of the hard work of cutting costs, streamlining operations and such to profit from the bounce back.

*Intel Corp. CEO Craig R. Barrett and Vortex Executive Producer **John Gallant** have a fireside chat, with a few essential props setting the mood.*

- The government is going to play a big role in the recovery process, for better or worse. The industry is looking for more direction from the administration, legislators and regulators to spur growth, but that involvement may bring with it unintended and unwanted side effects, many speakers warned. For example, Rick White, the CEO of TechNet, a political action group representing the CEOs of more than 300 technology companies, outlined the group's call for a national broadband policy. But others warned that that sort of action could pervert the natural evolution of the market and technology.

- The enterprise is the hot market. IT buyers — vs. service providers — will be leading the way. IT buyers on stage said they are already opening up their budgets and getting ready to move ahead on new projects.

- One of the most important new areas for investment is wireless — with lots of interest in wireless LAN (802.11) technology. Security is, of course, also a major concern.

Vortex 2002 also attracted sponsorship support from key industry players including Sprint, Battery Ventures, AT&T, Broadjump, Novell, Sevin Rosen Funds and St.Paul Venture Capital.

"Overall, the event was a huge win for IDG," Gallant said. "The message we heard from the speakers and attendees was, 'We can't believe you were able to pull together such an impressive event in the midst of a downturn.' "

And that, noted Network World Publisher & CEO **Evilee Thibeault,** is testament to the hard work and skills of the staff at both IDG Executive Forums and Network World. (IDG Executive Forums is now a division of Network World.) "The entire team demonstrated their skill, organization and commitment to providing the most compelling content, attendee and sponsor conference experience in the industry," Thibeault noted. "All operations were of the highest quality and professionalism."

For more information contact Director of Marketing **Amy Callahan** at acallahan@idgexecforums.com or visit www.idgexecforums.com.

Successful IDG Netherlands' *Tips & Trucs* a role model for U.K.'s entry

TIPS&TRUCS
Schiet maar raak!
Panorama plaatjes
Aftiteling
XP kan leuker!
Pc snel op slot
HARDWARE-TIPS
BOUW ZELF EEN XBOX
Let op uw knip!
Win een draadloze muis!

If the experience of the IDG Netherlands team is any predictor, IDG U.K.'s newest title, *Tips & Tricks*, is on the right track. First published in late 1997, the *Computer!Totaal* (*PC World*-type publication) spin-off *Tips & Trucs* was launched both to meet the needs of a significant portion of the monthly's readership as well as to blunt the launch of a competitive title from VNU, *ComputerIdee*.

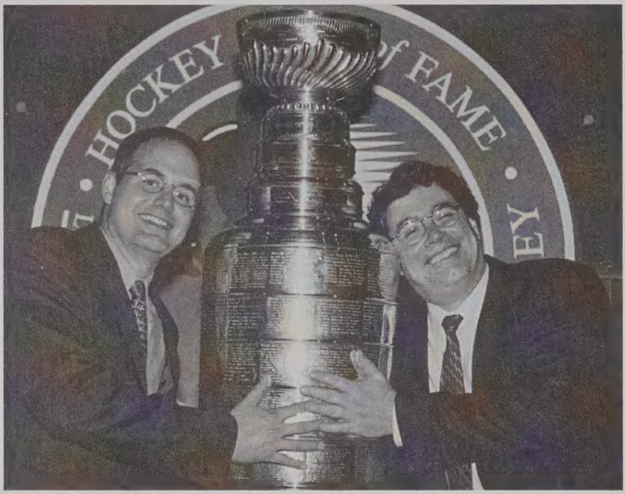
According to IDG Netherlands Managing Director **Raimon Gort**, a series of panel discussions with readers had uncovered a need for more hands-on, practical information among at least half the readership of *Computer!Totaal*. "But because the other half of our readership was not looking for that type of information, we did not want to alienate those readers by including it in *Computer!Totaal*," Gort explained. "So we took our chances and launched a stand-alone magazine."

It's a risk that has paid off handsomely, he noted. Originally launched as *Computer!Totaal Tips & Trucs*, the magazine appeared six times a year. In 1999, the *Computer!Totaal* branding was dropped primarily to avoid confusion among advertisers, and in January 2001 the publication began appearing 10 times a year.

Today, *Tips & Trucs* is the third largest computer publication in the Dutch market behind market leader *Computer!Totaal* with a paid circulation of 204,000, and *ComputerIdee*, which has 134,000 readers. *Tips & Trucs* is read by 88,000 individuals each month, nearly 20,000 of whom have paid subscriptions. And, according to Gort, after *Computer!Totaal*, *Tips & Trucs* is the second biggest revenue generator at IDG Netherlands, which publishes a total of seven magazines.

For more information, contact Raimon Gort at rgort@idg.nl.

IDC Canada scores hat trick with customer appreciation event



IRV KOCHMAN

IDC Canada Manager of Marketing and Business Development ***Michael Hyjek*** *(left) and IDC Canada Country Manager* ***Michael O'Neil*** *get up close and personal with the Stanley Cup, which is awarded annually to the team that wins the National Hockey League championship.*

For the third consecutive year the staff at IDC Canada activated its tried-and-true game plan for letting customers know how much they are appreciated.

Last month at the Hockey Hall of Fame in Toronto, more than 140 senior-level IT executives spent an evening gaining insight into where the IT industry is headed, networking with their peers and enjoying terrific music and food in the process.

As keynote speaker, CXO Media and Computerworld CEO **Joe Levy** talked about the state of the information industry, its impact on the economy and the outlook for the future.

IDC Canada Manager of Marketing and Business Development **Michael Hyjek**, who also organized last year's event, said the formula for a successful customer night has remained consistent. "First start with a great concept and venue – our previous events were at the Art Gallery of Ontario and the Royal Ontario Museum. Make it an enjoyable and worthwhile experience for the guests while understanding the value of people's time. Stick to invitation-only, senior-level attendees. We keep speeches to a minimum, usually 30 minutes. And we also tend to hire really good jazz combos!"

For more information contact Michael Hyjek at mhyjek@idc.com.

What do you do for customers?

What kinds of creative and successful efforts have you made to show customer appreciation? What's worked best? Send your tips to world_update@idg.com and suggestions may be included in an upcoming issue.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Patricia Keefe *Computerworld*

19

Derek Hulitzky *Computerworld*

17

Linda Holbrook *Computerworld*

16

Martin Hingley *IDC U.K.*
John Robison *IDG*
Susan Egan *InfoWorld*

15

Bob Brewin *Computerworld*
Irmtrud Schäfer *IDG Germany*

14

Susan Kusnic *Computerworld*

13

Janet King *IDG Research*

12

Henry Pham *PC World*

10

Agnieszka Cybulska *IDG Poland*

9

Mark Levitt *IDC*
Elina Pancheva *IDG Bulgaria*
Birgit Mayer *IDG Germany*
Barbara Jakubiak-Mozdzynska *IDG Poland*
Andrea Malcolm *IDG New Zealand*

8

Steve Plevin *Mac Publishing*
Sheila O'Brien *IDG New Zealand*

7

Monica Sambataro *Computerworld*
Emmie Hung Clark *Computerworld*
Diane Nadeau *IDG*
Tony Olvet *IDC Canada*
Steve Traynor *CXO Media*

5

Walter Mehl *IDG Germany*
Ana Gonzalez *IDG Spain*
Dagmar Eiben *CXO Media*

4

Tim Moynihan *IDG.net*
Robert Cathey *InfoWorld*
Matthew Bath *Digit*
Julie Hanson *CXO Media*

3

Anush Yegyazarian *PC World*
Danielle LaMountain *IDG World Expo*
Kerstin Hofmann *IDG Germany*
Jan Horsager *IDG Denmark*
Wong Wai Chee *Computerworld Singapore*
Alister Sutherland *IDC Canada*
Leah Graves *CXO Media*

2

Fane Wolfer *PC World*
James Pimm Fox *Computerworld*
Sam Costello *IDG News Service*
Jennifer LeMay *IDG World Expo*
Romala Ravi *IDC*
Stefan Willeke *IDG Germany*
Liane Dubowy *IDG Germany*
Angel Gonzalo *IDG Spain*
Kristen Crockett *InfoWorld*
Luiz Queiroz *IDG Brazil*
Marc Perrella *IDC Canada*
David Morello *IDG New Zealand*
Michael Scott *IDC Singapore*
Ben Worthen *CXO Media*
Sarah Cowley *CXO Media*

1

Michael Sullivan *IDC*
Risa Yamamoto *IDG Japan*
David Watson *IDG New Zealand*
Belinda Johnson *IDC Australia*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

for fun

off line

Congratulations to all our enthusiastic caption contributors. Winner **Thomas Pedersen** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* car dashboard "cell mates."

Honorable mentions

"I told you to stop 'minimizing' the screen!"
Rich Green *IDG List Services*

"OK, replace the surge protector and let's fire this baby up!"
William Ganci *IDC*

"I know one of the purposes of the merger was to achive economies of scale, but this is ridiculous."
Steven Gray *PC World*

"I think we have overdone it with the downsizing."
Colin de Almeida *IDC U.K.*

Boris and Clem will be sure to use 'warm wash, tumble dry low" for their next PC.
Wes Wilson *IDC*

"Explain to me again exactly how you cleaned the hard drive."
Terry Cummings *IDC U.K.*

"We should have used the AAA batteries!"
Jane Jordan *IDG*

"'Pocket computer with full-sized keyboard' sounds great, but it still seems a little unwieldy."
Laura Blackwell *PC World*

Define IT!

Network World's Jason Meserve wins "hot potato routing" test. Try this week's new word yourself!

Network World's **Jason Meserve** submitted this month's winning wacky definition for hot potato routing:

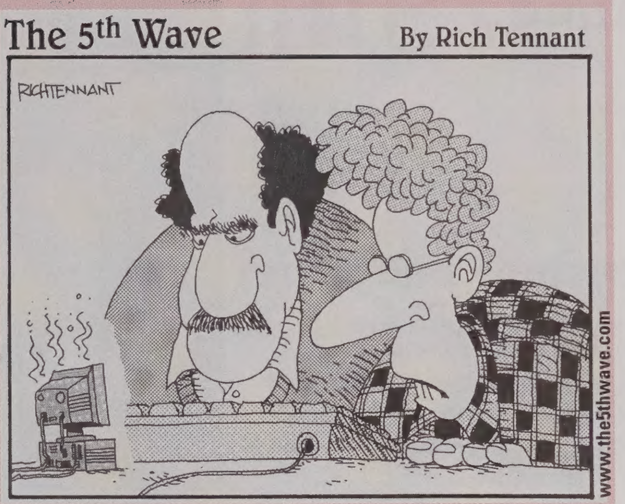
"When a problem gets passed from one person to the next via the e-mail Forward button."

Meserve will receive a $50 American Express gift check.

Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's phrase:

bump mapping

Send your entries to world_update@idg.com by July 2.



"What version of Winzip did you use?!"
Thomas Pedersen IDG Denmark

"I knew we shouldn't have tried opening Enron's accounting files."
Jeff Baker *ITworld.com*

"Now this is what I call technology meltdown."
Amy Bibace-Smith *IDC*

"Bob, this tiny firewall...did you read all the documentation on it before installing?"
Kristin Douglas *Network World*

Rich Tennant's original
"It says, 'Thank you for downloading Gumpton's Compression Utility shareware. Should you decide to purchase this product, send a check to the address shown and your PC will be uncompressed and restored to its original size.' "

Get a *World Update* PDF via e-mail

IDG employees can now choose to receive their weekly issue of *World Update* in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to join_idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

For those who prefer HTML text, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

Questions? Contact the editors at world_update@idg.com.

celebrating 10!

Name
Heidi Broadley

Home
Natick, Mass.

Joined IDG
March 1991 as a receptionist at *Digital NEWS*.

Current title
Senior Production/Graphics Coordinator at *Computerworld*. I get involved in all aspects of production including preflighting ads, coordinating ads and layouts as well as the graphic design of ad supplements and White Papers.

Most challenging part of your job
Dealing with demanding requests and still meeting deadlines.

Best part of your job
The diversity. Being involved in many areas of production from start to finish is very rewarding. I am doing something different every day. It really keeps things interesting.

Latest accomplishment
Being involved in the launch of *Bio-IT World*. My latest accomplishment outside of work was getting my flowers planted with the help of my kids.

Memorable moment at work?
I had been working as a receptionist at *Digital NEWS* for one month when I celebrated my birthday. I needed to step away from my desk for a moment so my manager came up to take over for me. As I headed back to my desk I found half the office surrounding my desk listening to my boyfriend (now husband) singing happy birthday on the speaker phone — Elvis Presley style.

What's kept you at IDG for 10 years?
The career growth, the flexibility and the benefits.

Best piece of advice you've ever received?
During childbirth, when the doctor wants you to rate your pain on a scale of 1 to 10, say it's a 10 even if it's only a 3.

Person from whom you've learned the most about leadership?
My manager, **Carolyn Medeiros**. We have worked together for almost 10 years and she has been like a mentor for me. She is very fair and honest. She treats everyone as equals and never micromanages. She is one of the most hardworking people I have ever met. I have always felt appreciated and inspired to do my best. She truly leads by example.

*IDG Chairman **Pat McGovern** escorted Computerworld's **Heidi Broadley** to dinner at Aujourd'hui in the Four Seasons Hotel in Boston in honor of her 10th anniversary.*

Interests outside the office
Gardening, photography and spending time with my family and friends.

Family
My husband Steve, my son Lucas, 4, and my daughter Laina, 2.

Dream destination
Tahiti

One possession you'd grab if your house were on fire?
A watercolored picture of my grandparents' house in Germany that my family (in Germany) had painted for my husband and me as a wedding present.

If you won the lottery tomorrow, you would
Buy a drive-in movie theater and have roller blading waiters and waitresses.

Manager's profile
"Heidi holds a unique position handling *Computerworld* production, custom publishing design and production and *Bio-IT World* production. It takes a remarkably organized and dedicated person to manage such a varied role. Her energetic personality and broad skill set make her an excellent fit for this role. She is a top performer, stays calm under pressure (even when clients push the envelope on deadlines), and continually looks for new and better ways of doing things. Heidi is one of those people you can hand a project to and know that it will get done correctly, on time, and with little supervision. She's a great asset to this department."
— Carolyn Medeiros, VP/Manufacturing Operations, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Amy Callahan *IDG Executive Forums*
Britt Kardel Hetting, *IDG Denmark*
Nancy Petkunas *Network World*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

17 JUNE 2002
VOLUME 32, NUMBER 22

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Smooth sailing for first MacMania cruise and conference

Macworld magazine co-sponsors seven-day adventure along Alaska's Inside Passage

And people think geeks never go outside. Nearly 200 Macintosh devotees and their PowerBooks boarded Holland-America's *MS Voldendam* in Vancouver, British Columbia, late last month for the first MacMania cruise and conference along Alaska's Inside Passage to Juneau, Skagway and Ketchikan.

Mac Publishing President & CEO ***Colin Crawford****, standing aboard the MS Voldendam, says the success of this year's event has prompted the company to sign on as co-sponsor of next year's MacMania cruise around the Hawaiian islands.*

Organized by Palo Alto, Calif.-based Geek Cruises and co-sponsored by *Macworld* magazine, the seven-day cruise offered 25 hours of conference sessions between ports of call. Conferences included "Macintosh Studio Secrets," "Digital Video Postproduction and Special Effects" and "Getting Comfortable with Mac OS X." Developer courses included "AppleScript Crash Course" and "Java Development for Mac OS X."

Among the Mac luminaries on board were Mac Publishing CEO **Colin Crawford**, *Macworld* Editor **Jason Snell**, author David Pogue, former *Macworld* Editor-in-chief Andrew Gore, AppleScript guru Sal Soghoian and "Star Trek: The Next Generation" actor and Mac enthusiast John de Lancie.

"MacMania vastly exceeded our expectations,"

continued on page 5

CIO Sweden joins worldwide product lineup

Targeting the approximately 35,000 local C-level managers, IDG Sweden last month launched the latest in the *CIO* product line.

CR Manager + Industry Standard = CIO Sweden

CRMANAGER

CIO

BÄSTA BÖRSSAJTERNA
CIO RANKAR HELA A-LISTAN. JM VINNER, AUTOLIV BUBBLAR OCH VOLVO HAR LÅNGT KVAR...

CRM KLASS I

Jan Ulrich på Carlsberg vet vad du längtar efter – innan du själv har en aning.

CIO Sweden, which debuted in May, is being built on the combined resources of The Industry Standard Sweden and Customer Relations Manager, both of which had been moving toward the CIO model in recent months, says CIO Sweden Editor-in-chief ***Alexandra Heymowska****.*

CIO Sweden Editor-in-chief **Alexandra Heymowska** said they were inspired by Framingham, Mass.-based *CIO*. "Two of our magazines – *The Industry Standard* Sweden and *Customer Relations Manager* — were getting closer to the *CIO* model with every issue, so we decided to take the full step, merging them as *CIO Sweden*, a magazine that has a future — and a history, as the *CIO* concept has worked well since 1987." While most of the magazine will contain original content, she said there will be at least one translated article per issue from the parent *CIO*.

Initial circulation is 25,000 copies – 18,000 in controlled circulation, 5,000 to paying subscribers and 2,000 to newsstands where it costs 65 krona (US$6.50). Copies of the magazine will also be available on long-

continued on page 7

Global Online Publishing Support Center plans first virtual meeting for July. See page 6.

newsworthy

in brief

IDG lays claim to nearly 40% of worldwide technology advertising pages

Despite the overall slump in worldwide technology advertising, IDG has increased its global market share of technology advertising pages to 38% — more than any other technology publisher in the world. In comparison, Ziff Davis publications represent 7%, CMP 10% and VNU 12%.

Much of the credit for IDG's ability to continue to widen its lead as the most influential company in the technology media industry can be attributed to its ongoing commitment to providing the most comprehensive information resources on high-growth markets like storage, wireless and Web services, as well as its ability to identify and move into promising new vertical markets such as bio-IT and information security, said IDG President & CEO **Kelly Conlin**.

According to data provided by IMS/Auditor, IDG's share of technology ad pages in the U.S. has grown to 30%, a 22% edge over the next largest publisher during the first quarter of this year. According to AC Nielsen data, IDG's share of the market in Europe, the Middle East and Africa is 34%, compared with VNU at 18%, CMP Media at 6% and Ziff Davis at 4%. In the Asia-Pacific region, IDG publications account for 53% of the ad pages, while Ziff Davis titles hold 7% and CMP 12%. In Latin America, IDG has 50% of the ad pages, Ziff Davis has 17% and CMP 24%.

While business units around the world have been forced to implement cost controls to reflect reduced revenues over the past months, these same units continue to monitor their markets closely and remain ready to launch new products when the time is right.

"IDG's pace of new launches continues unabated, with many new products in the pipeline," Conlin said. "*Bio-IT World* has expanded to include more than a half dozen products across publishing, research and events worldwide. IDG plans to extend its *Bio•IT World* publication lineup, currently in the U.S., Sweden and Australia, to include additional titles in Europe and Asia in the next several months," he said.

In addition, IDG World Expo recently announced that its BioITWorld Conference & Expo, which debuted in March, will be held Nov. 12-14 in San Diego. Similar BioIT events have also been held in Hong Kong and Singapore this year. IDG's next U.S. publication launch will be the September debut of *CSO* magazine, published by CXO Media in Framingham, Mass., and targeted to the emerging community of chief security officers.

"IDG's continued leadership in providing the most targeted and highest quality information to technology buyers worldwide allow technology marketers to rely on IDG more than any other technology media company to help them reach their most important customers," Conlin said. WU

IDG Interactive's tecChannel launches hybrid book/magazine for German Linux users

It's a book, it's a magazine — no, it's *tecChannel-Compact*, a new type of publication for technically oriented computer professionals in Germany.

TecChannel-Compact is the second print product from IDG Interactive, which produces the quarterly *tecChannel* magazine, an offshoot of the company's market-leading German Webzine, techChannel.de. IDG Interactive began testing the concept of combining a computer specialty book with an IT magazine earlier this month via newsstand and online sales.

The "Compact" in the name refers to the handy A5 format (approximately 8.5 in. by 6 in.) The first *tecChannel-Compact*, which is devoted to the professional uses of Linux, has the look and feel of a book with high-quality paper for the cover and the inside pages. It contains more than 240 editorial pages divided into chapters so readers can easily refer to the contents as they use the material in the workplace. Like *tecChannel*, from which it borrows its overall design, *Compact* features glossaries, subject-related links, and Webcodes that enable readers to download relevant scripts, listings, information and tools from tecChannel.de.

NEU!
www.tecChannel.de
tecCHANNEL
COMPACT
KOMPENDIUM FÜR IT-PROFIS
Linux
professionell einsetzen
Know-How- und Praxis-Lösungen für den erfolgreichen Einsatz von Linux
Tux goes Business
Tuning
Netze abdichten
Nie mehr Windows
Security
Intra- und Internet

tecChannel-Compact sells for 9.90 euro (US$9.35) with a print run of 25,000 copies; subscribers of *tecChannel* and the company's e-newsletters are entitled to a discounted price.

According to *tecChannel* Chief Editor and Associate Publisher **Frank Klinkenberg**, if sales of the first edition go well the company plans to produce four single-themed special issues a year.

Contact Frank Klinkenberg at fklinkenberg-hass@tecChannel.de. WU

Receive a PDF of IDG World Update via e-mail

IDG employees can now choose to receive their weekly issue of *World Update* in a low-resolution PDF format via e-mail. To sign up for this service, send an e-mail to join_idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field.

Questions? Contact the editors at world_update@idg.com

executive Q and A

Eric Prothero
The group vice president of IDC Latin America is this week's columnist. He may be reached at eprothero@idc.com.

IDC Latin America at-a-glance

Year established 1990

Number of employees
20 in U.S., 23 in Brazil, 12 in Mexico, 23 in agencies

> *"Over the past year we have really consolidated our position in the market. We have a 77% share of press mentions in the region and have many more analysts covering Latin America than [our three main competitors] combined."*

Q What countries and markets does your group cover?

A IDC has a subsidiary in Brazil and agencies in Argentina, Chile, Colombia and Venezuela. We are in the process of setting up a subsidiary in Mexico. Our regional research coverage in FY2003 will include eight trackers (six hardware and two IT services), eight annual reports (four in software and four in telecom) and six demand-side reports (covering buying trends in a number of IT and telecom segments).

Q Why are you based in Miami, and how do you work with the other IDC offices in the region?

A The Miami office is IDC's headquarters for the Latin America region. We put our headquarters here six years ago as Miami is the location from which the majority of the market manages Latin America. The Latin America headquarters is responsible for coordinating those research and consulting projects that go on in the region and involve more than one country — developing product plans, building work plans, keeping to schedule and assuring data quality and consistency across countries and within the worldwide trends. We also have most of our sales force here targeting regional vendors based in southern Florida. Our marketing, publishing and operations functions for the region are here as well.

Q Are IT companies in the Latin America region facing basically the same downturn felt in most of the world during the past 18 months?

A Yes, the downturn has really been felt in our region. We expect the total IT market in Latin America to decline 3.2% in 2002. The market had already declined 5.4% in 2001 from the previous year. What is hitting the region particularly hard currently is that the Argentina market has collapsed (the IT market will drop 67% this year) and the political environment in Venezuela is slowly unraveling.

Q Are there any challenges unique to IT companies in the Latin America region?

A The biggest challenge today is the economy and the medium-term prospects for recovery. Argentina has dropped from the No. 3 market in the region to No. 6 in terms of IT spending and with the challenges in Venezuela and to a lesser extent, Colombia, most IT vendors are banking on Brazil and Mexico for the next 12 months. Presidential elections will be held in Brazil this fall, which always keeps everyone on their toes!

Q Who are your primary customers?

A Our top five clients are Hewlett-Packard, IBM, Cisco, Microsoft and Intel. Local vendors are important for our Brazil subsidiary — including Brasil Telecom, CPM Informatica, Itautec Philcom and Embratel.

Q Can you tell us anything about your plans to open an office in Mexico?

A After 10 years working with our local partner, Select, we are making a change to have our own subsidiary. We made the announcement of the split at the end of February and by Aug. 1, we will be operating with a staff of 12 analysts and consultants. To date, we have eight hired and the team is going to be very impressive. Two of our analysts from the Brazil subsidiary (**Emerson Gibin** and **Karen Bitran**) will be moving to Mexico for some time to assist in getting the office up and running.

Q What competitors does IDC face in Latin America, and how does IDC stack up?

A Our primary competitor is Gartner/Dataquest on the IT side and Yankee Group and Pyramid Research on the telecom side. Over the past year we have really consolidated our position in the market. We have a 77% share of press mentions in the region and have many more analysts covering Latin America than the three of these firms combined.

Our real advantage, however, is the local presence. Gartner/Dataquest has salespeople in Latin America, but the few analysts they have doing research about the region are based in the U.S. Yankee Group is facing very tough times in the region and its local staff is down to about 15 people. Pyramid has pulled out all together and they research Latin America with eight analysts based in Massachusetts.

Q How are you progressing with plans for Storage Forum in Brazil in August?

A We are very excited to be moving into the events business in the region. Our first major IDC event will be the Brazil Storage Forum in August. We have nearly sold out sponsorships and expect to make a strong profit. In FY2003 we plan to expand our events business in Brazil and in Mexico as well.

IDG Japan adds XML World Conference to ICe

With the fourth Internet Commerce Expo (ICe) Tokyo 2002 focusing on business-to-business commerce and Web services, show organizers at IDG Japan decided it made synergistic sense to hold its first XML World Conference at the same time.

According to a survey by the Electronic Commerce Promotion Council of Japan (ECOM); the Ministry of Economy, Trade and Industry; and Accenture, the B2B e-commerce market in Japan will grow to US$85 billion by 2005. XML (Extensible Markup Language) is considered a basic building block for next-generation Web development and allows designers to create customized tags that enable the definition, transmission, validation and interpretation of data between applications and organizations.

XML is a critical technology in enabling successful Web services, and IDG Japan organizers said their goal was to be sure the XML World Conference conveyed both current technical trends and advanced information on XML. Attendee feedback clearly showed that the XML Conference was the highlight of ICe, and organizers said it contributed to an increase in ICe attendees.

The 5,000-plus CIOs, IT and IS managers, Web developers and others who attended both shows, held last month at Tokyo's Royal Park Hotel, got a good taste of the latest e-commerce technical trends, product strategies and tools at the booths of 18 vendors, such as Hitachi and NTT Software, and in 30 conference sessions (23 at ICe and seven at XML).

Keynote speakers included Akira Kamoshida, partner, Deloitte Tohmatsu Consulting, on "The eVirtual Corporation in the Post-IT Era," and Joe Keller, Sun Microsystems, VP, Business Integrations, speaking on the key factors for successful Web services and introducing Sun's One Net Environment.

ICe.
INTERNET
COMMERCE
EXPO
XML
WORLD

Joe Keller, Sun Microsystems, VP, Business Integrations, was one of the keynote speakers.

Among the sponsors for the shows were Sun Microsystems and IBM at ICe and Hitachi and Xcelon at XML.

Six months in preparation, the two shows were organized by IDG World Expo Japan staffers **Nobuo Iehara**, sales manager; **Kazutaka Kousyu**, sales marketing; and **Naomi Otsuki**, sales assistant. E-mail invitations were sent to attendees of past IDG Japan events, and the staff worked closely with ECOM to promote the shows. IDG Japan publications advertised the events in their magazines and contributed related feature stories from the magazines to the shows' official guidebook.

For more details contact **Kimiko Niwa,** IDG Japan manager, PR and corporate marketing, at kniwa@idg.co.jp or go to www.idg.co.jp/expo/.

Upcoming IDG Japan events

All of the following events will be held in Tokyo:

Web Services Conference
July 11-12

Genome Technology Business Forum
Sept. 18-20

Internet Telephony World Expo/Tokyo 2002
Sept. 27

Storage Networking World/ Tokyo
Nov. 27-29

Internet World Japan 2002 and Streaming Media World Japan 2002 (Fall)
Dec. 4-6

For more information go to the English section of www.idg.co.jp/expo/.

Employee Calendar Contest deadline is Sept. 13

The 19th annual IDG Employee Photo Calendar contest is underway! Load your film, scan those photo albums, and try your chance at winning fame, fortune and 30 or so days of bragging rights if your photo is one of the top 12 chosen.

Here's how it works:
You may submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.

Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.

Photos will not be returned.

2002
Employee Calendar
IDG

Entries must be received no later than Sept. 13. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A.

If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

June 17, 2002

VP Executive Program Sales (CXO)

CXO Media Inc. is seeking a seasoned Sales professional to join its Executive Programs team. Ideal candidate will possess 10 years progressive sales and sales management experience in IT. This position will be responsible for selling ad/conference sponsorships to executives in IT vendor companies along with developing and selling integrated marketing programs. Intimate knowledge of current IT concepts and vendor/user relationships required as well as a proven track record in selling conference sponsorships to the executive level. Must also have ability to succeed as an individual contributor while being able to work as a team player with our field sales force.
Location: Framingham – MA
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Associate Account Executive (GMG)

IDG Games Media Group is seeking a high energy, organized Associate Account Executive to assist the Eastern Ad Sales Director in our New York, NY sales office. Responsibilities include: prospecting for new business and setting up new business meetings; acting as liaison with the San Francisco team on materials and IO's; handling all office administrative work. This position will also be responsible for a list of clients in selling both online and print packages. Ideal candidates will thrive in a fast-paced environment, have excellent multi-tasking skills, familiarity with MS Office, PowerPoint, ACT for Lotus Notes and a minimum of 1-2 years of internet and/or print advertising experience. For consideration, please send your resume and salary requirements to: **Chris Kobran, GamePro, Fax: (212) 696-8024; or e-mail: jobs@gamepro.com, must reference "Account Executive" in subject line.**
Location: New York, NY

Program Manager, Latin Telecom (IDC)

This Program Manager will be responsible for managing all research undertaken by IDC relating to Latin American telecommunications markets. In addition to generating reports and managing the research process (described below), the Program Manager will increasingly be responsible for leading the development of the overall Telecom program for IDC Latin America. This includes, managing additional telecom-focused analysts, defining the telecom research plan, increasing awareness of IDC Latin America's telecommunications research capabilities through frequent vendor contact, travel to the region, fielding media inquiries, and giving Latin America telecom market-related presentations. Duties performed in the management of these types of projects include: project design, project implementation, country training, day-to-day country contact with IDC in-country offices, data tool creation in Excel, data management, regional and in-country vendor contact, technology- and regional-market- trend watching and analysis, generating written market analyses, and creating the final client deliverables. Undergraduate degree or equivalent experience required. MBA or equivalent, or graduate work in engineering preferred. Candidate must have a market research background, preferably with 5+ years experience. The markets covered in previous experience should be both telecommunications- and Latin American-related. Strong English-language writing capabilities are necessary. Candidates must speak and write fluently either Spanish or Portuguese, or both. ***Location: Miami - FL***
Contact: I. Juhola, Email: ijuhola@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

MacMania

continued from page 1

Crawford said. "The feedback on the cruise was highly positive with all respondents saying they want to go on another. Coverage of the event has been extensive, and the envy of not being part of this year's MacMania is prompting a lot of early sign-ups for next year's."

As cruise co-sponsor, for which it received half of the net profits and some invaluable brand recognition, *Macworld* assisted with the marketing of the cruise through its print and online properties – "We were responsible for most of the paid attendees," Crawford claimed — and helped arrange the conference agenda and speakers.

Crawford said the San Francisco-based monthly will sponsor next year's MacMania cruise as well. "We are looking at ways we can bring the whole company as an incentive to bring other profitable projects to our business," he said. "It would be a great morale builder, the staff would be available for conference sessions, and we could use the cruise as a business planning session."

Cruise coordinators rigged a satellite uplink Internet base station, drawing many of the MacManiacs to the ship library's electronic hearth during the evening (and leaving the ship's nightly stage shows for the other 1,200 passengers aboard).There they talked all things Mac, swapped code, troubleshot problems and shared digital photos of glaciers, whales and gold-rush towns, provided they had been able to step away from their Macs for the day trips.

Close to 200 Mac loyalists signed on for the first MacMania Cruise.

Attendees paid $1,100 for the cruise, plus $600 to $1,250 in conference fees and up to $150 for Internet access, not to mention airfare from their home cities (some came from Austria and Switzerland). One participant drove 32 hours from his home in Indiana and brought along a Mac, two printers, a CD burner and a scanner.

The next MacMania cruise will be held June 1-8, 2003, around the Hawaiian Islands.

For more information, contact Colin Crawford at colin_crawford@macworld.com or to go www.geekcruises.com/home/mm2_home.html.

Geek Cruises offer career development on the high seas

Mac Publishing CEO **Colin Crawford** contacted Geek Cruises to arrange a MacMania cruise after hearing about the organization through an employee.

Geek Cruises sponsors technology conferences that give IT professionals a chance to combine career-development and a chance to network with their peers with the activities and amenities of a luxury cruise. The firm's conference/cruises visit ports in the Western and Southern Caribbean, Alaska and Hawaii. Other cruises include Linux Lunacy, Database Discovery, XML Excursion and .NET .Nirvana.

IDG's JavaWorld will be co-hosting and co-sponsoring JavaJam III Sept. 7-13, 2003.

IDG World Expo offers "cardware" to Macworld attendees

IDG World Expo gives a lot of credit — literally — to the enthusiastic crowds of Mac loyalists that throng to its bi-annual Macworld extravaganzas. In a move that will reward loyal attendees with special benefits and discounts as well as drive some ancillary revenue to its bottom line, IDG World Expo has partnered with MBNA America Bank, N.A. to offer show goers the Macworld Conference & Expo Platinum Plus MasterCard credit card.

Available online at www.applyonlinenow.com/us/P84O-A0000004VX, the Macworld Conference & Expo credit card, which carries an initial 0% rate and no annual fee, will entitle cardholders to a 10% discount on purchases of official Macworld Conference & Expo merchandise at the upcoming show scheduled for July 15-19 at New York's Jacob Javits Convention Center.

And, according to **Shelley Dunn**, IDG World Expo Macworld marketing manager, the company plans to continue to enhance the benefits offered to its cardholders. Under consideration are the following:

- Discounts on registrations at future Macworld events.
- Discounts on hotels and air travel.
- Discounts on local entertainment.
- Various exhibitors discounts.

Macworld
Conference & Expo
5490 1234 5678
RICHARD O CROSWELL

Request Yours Today!
click to apply

As the largest technology trade show in New York and San Francisco, Macworld boasts more than 150,000 past attendees. The credit card is "another way for the Mac community to express its enthusiasm, and will allow Mac fans everywhere to display their pride of association," said IDG World Expo President & CEO **Charlie Greco**.

For details send an e-mail to shelley_dunn@idg.com.

Global Online Support Center plans virtual meeting

July 16 presentations to address diversifying revenue, ad campaign ROI

If you want to hear what your IDG peers are doing to create new online revenue sources and listen to some outside experts talk about the ROI of online campaigns, circle July 16 on your calendar. But don't worry about hotel or travel costs for this conference. IDG's Global Online Publishing Support Center (GoPSC) is organizing a virtual meeting using WorldCom conferencing services so that attendees can view the presentations from their computers and send text or voice questions to the speakers.

Mark Houts, who as vice president of media technology for IDG Global Communications coordinates the GoPSC (www.gopsc.com), said that given the difficult economic times all business units are experiencing, the semi-annual annual Online Support Center events that have been held in the past weren't feasible this year. While those kinds of meetings may be organized again when financial conditions improve, Houts wanted to see if an online meeting could be an additional, cost-effective way to share information.

Houts sent an online survey last month to the 450 GoPSC members asking which of six proposed subjects they were most interested in and if they could contribute a presentation on any of those topics. The response rate of 20% yielded two themes. First, how are business units expanding and diversifying their online revenue stream and second, how IDG's clients measure the success of online advertising campaigns and measure their return on investment. IDG employees will be featured on the first topic while media planners, CRM vendors and other outside experts will comprise the second panel.

KAREN CHONG

IDG Global Communications Vice President of Media Technology ***Mark Houts*** *is the one-man band behind the Global Online Publishing Support Center, which is based in San Mateo, Calif.*

Each of the two topics will be covered in about 90 minutes. More information about the presenters and the time for the virtual meeting will be announced in the next few weeks.

Houts said he sees the meeting, dubbed GoPSC VM1, as not just as a one-time experiment for the GoPSC but a potential model for all of IDG's Global Product Support Centers. "When GlobalComm took over the support center last year, we wanted to see if we could adjust the raison d'etre for support centers. Historically, support centers have focused on meetings, and the benefits were difficult to quantify. We want to focus on the use of the Web and online technology as a means for more frequent communication among GoPSC members."

Houts is working on the virtual meeting details with help from **Eduardo Beltrão**, formerly IDG Global Solutions' online business development manager. Beltrão had been very involved with the online support center and is working on increasing European/Middle East participation in GoPSC as an IDG Global Communications contractor based at the *PC Advisor* office in London.

All GoPSC members will be informed about the details of the virtual meeting via the GoPSC mailing list. Any other employees may subscribe by contacting Houts or sending an e-mail to join-gopsc@gclyris.idg.com; do not write anything in the subject or text fields. For further details contact Mark Houts at mark_houts@idg.com or Eduardo Beltrão at eduardo_beltrao@idg.com.

Virtual meeting preview slated for June 24

Anyone interested in previewing how the virtual meeting will work is invited to participate in a live, fully functional online presentation on June 24.

GoPSC's **Mark Houts** will present an overview of the support center, and moderators and panelists who will be featured at the full-fledged virtual meeting on July 16 will be online as well. Employees who tune in can ask questions while familiarizing themselves with the conferencing software during the 30-minute presentation.

There is no cost beyond the phone charges of connecting to the audio conference. There will be a small software download from WorldCom that happens when users first load the conference in their Web browsers. More details about the specific time will be e-mailed to GoPSC members.

GoPSC site aims for interactivity

The Global Online Publishing Support Center (GoPSC) is a password-protected resource for IDG employees and licensees involved in online sales, editorial, marketing, design or technical development. It aims to facilitate the exchange of information among IDG's online businesses in order to identify opportunities for new business or increased efficiencies.

IDG Global Communications Vice President of Media Technology **Mark Houts** said increasing the level of interactivity among GoPSC users is one of his goals. Houts cited IDGcia.com, which educates IDG's sales, marketing and management teams on customers, competitors and the marketplace and is also run by IDG Global Communications, as a success story that GoPSC is trying to replicate.

GoPSC includes a variety of resources, including a "Have You Heard" section to which employees contribute industry news and observations. There are best practices case studies on topics such as the IDG News Services' XML feed and *PC Advisor*'s effort to test a mobile phone network for e-commerce) that are written either by Houts or business unit contributors. There is a list of vendors (WorldComm, Zinio, Lyris, DoubleClick and others) and descriptions of their IDG-wide licensing agreements. GoPSC also has a list of all IDG sites with links, as well as key staff contact information and technical details about each site. Business units are responsible for updating their site's details.

Houts said he is always looking to add discussion groups and create mailing lists so people can communicate on areas of mutual interest. Anyone with ideas and information for the site, or anyone who needs a login and password for GoPSC, may contact him at mark_houts@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Cindy Delany *Computerworld*
Robin Robinson *IDG*

19

Michelle Reyes *PC World*

15

Rex Farrance *PC World*

12

Bob Pinchin *IDG New Zealand*

8

Stephen Compton *PC World*
Virginia Lehr *IDC*
Arantxa Aguilera *IDG Spain*

7

Ami White *IDC*
David Harmer *IDG Global Solutions*

6

irsty Potter *PC Advisor*
Manuela Mancosu *IDG Italy*

5

Alana Jones *IDG*

4

Terri Stone *Mac Publishing*
Mario Apicella *InfoWorld*
Tim Clackett *IDG Global Solutions*

3

Natascha Berg *IDC Benelux*
Walter Mastrapa *PC World Latin America*
Paul Morrisette *IDC*
Lijun Lin *InfoWorld*
Sherryl Jacobs *IT World Canada*

2

Arturo Flores *PC World*
Alexa Wriggins *IDG.net*
Christopher Chute *IDC*
David Shapira *IDC*
Stephanie Torto *IDC*
Anna Danilenko *IDC*
Robert Weber *IDC*
Wei Wu Cheng *InfoWorld*
Jennifer Kavanaugh *InfoWorld*
Thomas Sullivan *InfoWorld*

1

Ken Furer *IDC*
Andreas Schmitz *IDG Germany*
Michael MacMillan *IT World Canada*
Kyoko Suzuki *IDG Japan*
Grace Han *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Define IT! A $50 AmEx gift check could be yours

Did you have a *cookie* for lunch or perhaps some *snake oil*? How did you spend your afternoon — *dithering* or *feathering*, perhaps? Is your *FQDN* on the *UPnP*?

Don't know what we're talking about? Make something up. The world of information technology is jam-packed with strange terms and confusing acronyms.

World Update invites you to add to the chaos by creating your very own humorous definitions for some of these words and letters. The latest phrase to define is:

bump mapping

A $50 American Express gift check awaits the author of the funniest fake definition. Send your entries to world_update@idg.com by July 2.

noteworthy people

Promotions

Debbie Diodati, previously sponsorship sales coordinator at IDG World Expo, has been promoted to registration manager. "Over the past six years Debbie has a proven record in her dedication and professionalism in the tradeshow industry," said Director of Operations **Amy Scott**. Debbie will handle attendee and exhibitor registration for designated IDG World Expo events, including LinuxWorld and BioITWorld.

New employees

Meredith Hagan has returned to her native Philadelphia and joined CXO Media as a sales administrative associate. She was previously an account executive with Robert Feldman and Associates in Washington, D.C. Meredith has a B.A. in English from the University of Delaware in Newark, Del., and enjoys water and downhill skiing, going to the beach and spending time with family and friends.

IDG WORLD UPDATE

Diodati

Amanda Baker joins ITworld.com as Northeast account executive. She was previously an end-user sales representative with Britemoon, Inc., which produces a Web-based e-mail management marketing application. She graduated from Bentley College in Waltham, Mass., with a B.S. in marketing and a minor in business communications. Away from the office she likes to travel and read.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

CIO Sweden

continued from page 1

distance SAS flights. The frequency is currently eight issues per year, but IDG Sweden expects to publish it 10 times years by 2003, Heymowska said. The initial 84-page issue ran 25 pages of ads.

Benny Eklund, *CIO Sweden* marketing manager, said that while the monthly's main competition is the local traditional business press, both newspapers and magazines, it really has no direct competitors as there is no publication like it on the local market, "which is a true challenge!" he said. "*CIO Sweden* is focused on CIOs' IT experiences, strategy, business advantages and customer relations," he said. "The advantage we have is deeper analysis and better IT competence than the business press. We're really keen to do a publication that the target group finds important and in which they recognize themselves."

For more details contact Alexandra Heymowska at alexandra.heymowska@idg.se or go to www.cio.idg.se.

celebrating 10!

Name
Michael O'Neil

Home
Toronto, Ontario (Canada)

Joined IDC
Sept. 22, 1986, as a data file interviewer in Framingham, Mass.

Career path
I joined IDC Canada on Jan. 22, 1988, as a data resources coordinator and was named the group's manager shortly thereafter. I moved into consulting in 1989 and rose through the ranks becoming senior VP in 1996, and country manager in 1998.

Most challenging part of your job
There are a lot of challenges! Today, it feels like the three biggest ones are finding enough time to spend with customers; finding enough time to spend with our employees; and accommodating the needs of the various parts of the company within the limits of good fiscal management.

Best part of your job
Contributing to the success of our customers in their businesses and our employees in their careers – and the lives that are supported by those careers.

Latest accomplishments
The Excess Prophets, the band that I (and two other members of IDC Canada, as well as three external musicians) play in, sounds good! And my daughter thinks that I'm a good daddy, if a little silly...

Interests outside the office
Music, mostly – I'm a sax player/singer. I root for Boston-based sports teams, too, despite a general lack of positive reinforcement.

What's the most rewarding thing you've ever done
Had a kid, been a dad. Nothing else comes close! Though if I did have to pick one other thing – I got a great review for a poem that I wrote. Ironically, the poem was published in an underground magazine with a circulation of about 2,000, while the review appeared in the weekend section of Canada's biggest newspaper – meaning that there were about 800,000 more people who had heard that I was a good poet than could actually prove it!

Of what accomplishment at work are you most proud?
IDC Canada has been successful in a number of meaningful ways: we provide interesting employment to a large number of people; we are dominant in our home market; we are viewed as important and meaningful contributors to our clients' success and to the Canadian IT industry. Additionally, we have a reputation for being an innovative organization that is also a fun place to work.

*IDC Canada's **Michael O'Neil** (right) joins IDG Chairman **Pat McGovern** for a dinner honoring his years of service to the company.*

Fantasy job
Restaurant reviewer in Singapore – though I'm afraid the reviews would lack variety! (another great meal...another great meal...another great...)

Last good deed
Let's see...I brought my daughter to the boardwalk for a bike ride and a hot dog...gave a couple of young job seekers some advice...bought lunch for an older job seeker...and made my fellow golfers feel good about their own games by participating in the IBM President's Golf Tournament.

First job
Working as a kitchen helper in a nursing home for retired nuns when I was 14. At the time, minimum wage was $2.35 – but the nuns only paid $2.10. After tax, my five-hour shift yielded a little more than $9 a week.

Favorite vacation spot
Bali! Though if Pacific travel weren't possible, Rome would certainly do...did I mention how much I enjoy presenting at events held in exotic locales?

If you won the lottery tomorrow, you would
Go back to being a poet/philosopher/songwriter; start writing books. So much to do, so little time!

Manager's profile
"I've been working closely with Michael now for over four years and have been very impressed. In particular, his work ethic, knowledge, research skills and energy are quite outstanding. Michael is extremely well known and has tremendous influence in Canada. He has built up a great team, and under his leadership IDC Canada has become by far the leading ICT research company in Canada, as well as one of the most innovative units within all of IDC."

— Philippe de Marcillac, SVP International, IDC

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Sharon Cordesse *Macworld*
Mats Eriksson *IDG Sweden*
Katja Martin *IDG Germany*
Dominique Remus *IDG Germany*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

24 JUNE 2002
VOLUME 32, NUMBER 23

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

BioITWorld event finds warm welcome in Singapore

After hosting the first BioITWorld and MedPharma World Conference & Expo in Hong Kong in January, IDG World Expo/Asia organizers aimed to replicate their success in Singapore. Their efforts proved fruitful — and profitable — as more than 200 attendees and 20 exhibitors convened at Suntec Singapore last month for two days to address the many issues revolving around the convergence of IT and the life sciences.

"Life sciences and related technologies are very hot topics in Singapore, with the government committing resources and talent and setting the strategic direction for developing life sciences," said IDG World Expo/South Asia General Manager **Derrick Tan**. "We were not only pleased with the number of delegates but with the fact that they were the right audience: practitioners in the bioinformatics field — scientists and researchers from hospitals, pharmaceutical firms and research institutions — as well as influencers and senior-level decisionmakers from those organizations."

The conference-focused event featured 29 different

continued on page 7

The BioIT/MedPharmaWorld team: General Manager ***Derrick Tan****, Project Manager* ***Maggie Choo****, Project Executive* ***Yang Hui*** *and Project Executive* ***Debbie Lee****.*

Upcoming IDG World Expo/Asia events

ESPWorld Singapore 2002
July 10-11
Singapore
www.espworld.com.sg

WirelessWorld Conference & Expo Malaysia 2002
August 13-14
Kuala Lumpur
Malaysia
www.wirelessworld.com.sg

WirelessWorld Conference & Expo Indonesia 2002
Sept. 11-12
Indonesia

Diverse training options reflect IDG's commitment to employee growth

Need some tips on creating powerful presentations? How about some help with stress management, conflict resolution or effective communication? Perhaps you manage a high-potential individual who would benefit from more intensive leadership training or an opportunity to broaden his or her understanding of the various facets of IDG's publishing discipline or overall business?

If you answered yes to any of the above, IDG's Training and Development Department's got you covered. Formed in 1995, the group comprises a staff of four and is responsible for orchestrating a myriad of training programs ranging from lunchtime seminars for U.S. employees that explore ways to energize the work environment or manage personal finances to five-day offsite programs that provide opportunities for some of IDG's most senior worldwide managers to examine strategic issues facing the company.

"The existence of our group is a direct reflection of the importance IDG's senior management places upon the company's third corporate value — 'to invest in our people through training and career development,' " said IDG Training Manager **Connie Raleigh**. And the activity level of her group — last year her department helped administer more than

continued on page 4

IDG WORLD UPDATE

The IDG Training and Development Department runs a variety of programs from lunchtime seminars for U.S. employees to five-day meetings for IDG's most senior worldwide managers. (L-R): Project and Program Logistics Coordinator ***Suzanna Nam****, Program Marketing and Enrollment Assistant* ***Sara Peterson*** *and Training and Development Specialist* ***Laurie Parsons****. Absent from photo: Training and Development Manager* ***Connie Raleigh****.*

newsworthy in brief

Computerworld Számítástechnika reaches 1,000th issue milestone

GYÖRGY KRIZSAN

Computerworld Számítástechnika's 17 staff members celebrated the 1,000th issue in their Budapest office with cake and champange. (l-r): Deputy Editor-in-Chief ***Gábor Révész****, Editor* ***Attila Mártonffy****, Art Director* ***Györgyi Kun*** *and Special Advisor* ***Mária Lakatos*** *look over the special issue.*

Computerworld Számítástechnika, Hungary's first IT publication for computer professionals, marked its 1000th issue with a special publication earlier this month.

The 46-page issue included selected news items from the original December 1969 paper, a retrospective of IT highlights since then and current IT news.

CW SZT, as the staff refers to it, was originally called *Számítástechnika* and published as a monthly by the Hungarian Central Statistical Office. It eventually became a bi-weekly and was renamed *Computerworld Számítástechnika* in 1986 under the management of then-licensee Computerworld Informatika Ltd. IDG purchased the licensee in 1991, and the publication soon became a weekly.

Ad revenue for the special issue came in close to 50% more than that of an average issue.

Led by an editorial board consisting of IDG Hungary Managing Director **Istvan Bíró** and deputy editors **Gábor Révész** and **Attila Schopp**, *CW SZT* continues its dominance in the local market. The only other IT weekly competitor shut down more than a month ago.

Sign up for a World Update PDF!

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to this address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

For those readers who prefer HTML text, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field.

IDG, Reed ink deal for electronics content for Chinese publications

Pictured above at the signing are Jim Casella and ***Hugo Shong*** *with (standing l-r):* ***Mary Chen****, publisher of Electronic Engineering & Product World;* ***David Hill****, president & CEO of IDG International Publishing Services; IDG Chairman* ***Pat McGovern****; and* ***Guang Yeulan****, financial manager of the IDG/ISTIC joint venture.*

Hugo Shong, president of IDG Asia/China, last month inked a deal with Reed Business Information President & CEO **Jim Casella** to license content from *Reed's Electronic News* and *EP&P* (*Electronic Packaging & Production*) publications for use in an electronics publication published by IDG in China.

The new agreement will ensure a steady flow of electronics-related information from the U.S. for *Electronic Engineering & Product World* (formerly called *Electronic & Computer Design World*), which is No. 1 in China's fiercely competitive electronics publication market. The new deal will replace a similar licensing arrangement with PennWell for content from its now-defunct *Computer Design* publication.

In addition, IDG will license content from *ECN* (published for designer engineers in the electronics OEM market) and *Electronic Business* for a new monthly magazine call *Electronic Design & Application World* that will launch in August. Both *Electronic Engineering & Product World* and *Electronic Design & Application World* are published by IDG's joint venture with ISTIC in Beijing.

New telephone numbers in Romania

The telephone numbering system in Romania has changed and an additional digit has been added. The new main phone and fax numbers for IDG Romania, publishers of *Computerworld*, *Network World* and *PC World*, are as follows:

Tel: +40-21-224-26-21
Fax: +40-21-224-11-32

primer

back to basics

Training

***Connie Raleigh**, IDG training and development manager, talks about the role of training and how employees can maximize their training opportunities. She may be reached at constance_raleigh@idg.com*

"How can you put a dollar value on the fact that your employees are happier in their jobs and, therefore, providing better service to our customers?"

Q What is the purpose of training and why does IDG value it?

A In the past, organizations conducted training and development in order to bring individuals together to transfer to them certain areas of knowledge or skills to allow them to improve in their current roles. Today, though, training tops many companies' strategies for outpacing their competitors and motivating and retaining the best employees.

People are looking for opportunities to solve big problems and to do great work, and through encouraging continuous business and professional learning, training helps to create an environment where people can do just that. IDG's training programs, learning experiences and professional/career development resources equip individuals with the tools required for building the strength, confidence and flexibility to thrive in times of ambiguity and change and rise to meet new business goals. People are increasingly interested in nontraditional benefits that will help them advance their careers — they want career security. Career security is achieved by participating in experiences that will help to develop the career breadth, depth and resiliency that professionals will use throughout their entire career. People don't crave training — they crave the opportunity to learn and enjoy stimulating work.

IDG has always recognized and held fast to this principal as one of the key factors in creating a prosperous workplace. IDG offers employees opportunities to grow and develop their career skills, interests and professional experience. Through its support of internal and external training and development programs, IDG attracts and retains the people who can take our organization where it needs to go.

In addition to fostering increased job satisfaction, morale and motivation, organizations that provide training for employees experience increased efficiencies in processes, resulting in financial gain; increased capacity to adopt new technologies and methods; greater innovation in strategies and products; reduced employee turnover and risk management e.g., training about sexual harassment and diversity training.

Q What do you say to employees (both managers and staff) who argue that they can't spare the time to attend training?

A "Invest your time wisely." It is wise to step back from your "day job" once in a while to determine what's working and what's not. Invest time in finding new approaches, techniques and perspectives to help you be more successful at your job — more efficient, more creative, innovative, etc. The general business professional is actually one of the few professionals that is not required to regularly invest in his or her career. Consider the professional CPA, doctor, teacher or athlete. All of these professions require recertifications, professional development credits and in some cases, constant coaching, review of performance and practice. Where we don't have those requirements in our profession we need to invest the time ourselves.

Q How do you measure the effectiveness of the training programs offered by IDG?

A No training program is a magic bullet. However, a well-designed program applied to an appropriate situation can have lasting fundamental, even inspiring, effects. In order to determine the tangible benefits of providing training, companies often look to measure the savings experienced or increased revenue generated as a result of offering a training program.

However, looking only for those quantitative indicators of training success does not generate the best assessment of training's effectiveness. Businesses need to look to more qualitative measures as well in order to determine training's effectiveness. Employees' improved satisfaction, bolstered confidence, better communication skills, creative problem solving and innovative capability can't be directly translated into dollars and cents. For instance, how can you put a dollar value on the fact that your employees are happier in their jobs and, therefore, providing better service to our customers? In IDG's case, the anecdotal evidence that comes from the employee survey and feedback meetings indicates that employees do appreciate the benefits of training and that positive change takes place often because of the skills learned through the courses.

Q What advice do you have for employees about to attend a training session? What can managers, teams and employees do to maximize employees' investment of time and mindshare in training?

A Any astute investor continually looks for ways to maximize return. The same should be true for your investment in training. Follow these suggestions for maximizing your investment

Pinpoint expectations. Before heading to a training program, think through what you hope to get out of it. What specific skills do you want to learn?

continued on page 7

Training to Go! library offers portable resources

If you can't get to the training, let the training come to you! The IDG Training and Development Department maintains an extensive collection of professional development tools including video and audio cassettes, CD-ROMs, diskettes and books that are available to employees at no cost.

The Training to Go! library focuses on the areas of professional and management development, human resources-facilitated programs and wellness. Some of the most popular titles — among the hundreds available — include:

- The Seven Habits of Highly Successful People (audio)
- Harvard Business School's Getting to Yes — The Interactive Negotiator (CD-ROM)
- *1001 Ways to Energize Employees* (book)
- Ken Blanchard's One-Minute Manager (audio)
- *Smart Questions: The Essential Strategy for Successful Managers* (book)

Although the majority of tools in the Training to Go! library have a U.S. focus, non-U.S. employees willing to assume the shipping costs are welcome to use the library.

To check out the complete list or to request an item from the Training to Go! Library visit the Human Resources section of IDG Central at http://idgcentral.com. Requests may also be faxed to the IDG Training and Development Department at 508-935-4600 or sent via email to training_administrator@idg.com.

Training

continued from page 1

1,000 hours of classroom training in the U.S. that resulted in a total of more than 18,000 employee hours spent in an IDG Corporate Training and Development setting — is testament to the importance that employees and their managers place on training and career development throughout the company.

The training programs currently offered are separated into two main categories: Corporate Programs and IDG East and West Coast Training Development.

IDG's Corporate Programs, of which there are four, are multi-day, offsite training opportunities that aim to reward, develop and inspire high-potential managers, leaders and individual contributors from IDG business units worldwide. Attendees at these programs are nominated by their business unit managers or executive teams and each program has slightly different selection criteria. "Each class session of the corporate programs represents a unique learning experience," Raleigh noted. "As IDG's business consistently evolves to meet changing market needs, so too, our corporate programs are modified to reflect those changes and are continually enhanced to ensure that relevant and quality content is being delivered to participants."

The Corporate Programs include two that offer a strategic and functional focus: the Global Media Institute and the Media Management Institute, and two that offer a management and leadership development focus: the Management Excellence Program and The IDG Professional.

The Global Media Institute

Formerly known as the IDG Publishing Institute, this program has been offered 13 times over the past 15 years. The IDG Global Media Institute is geared to high-potential senior managers and directors and above who have either already attended one of the regional publishing programs or who possess equivalent IDG publishing knowledge and experience.

The Media Management Institute — U.S./Europe/Asia/Latin America

These recently renamed programs used to be called the U.S. and regional Publishing Institutes. Depending on demand, they are held at least once every other year and focus on tactical and operational publishing issues. This program is designed to help participants increase their value and contributions to their business units by examining the processes and functions of both print and online publications as well as exploring other aspects of IDG business. Attendees are typically middle managers and senior-level individual contributors who would benefit from a broader understanding of IDG's operations.

IDG Management Excellence Program

This three-day management development program provides managers with an opportunity to explore a variety of management and leadership topics, meet and network with colleagues from across IDG business units and learn from both internal and external experts. The program is geared to managers who have been in a management role for three to five years.

The IDG Professional

This new program is a two-day offsite session targeted at high-potential individual contributors that aims to cultivate leaders at all levels of the organization. The goal of the program is to help participants begin to recognize themselves as leaders within the organization, assess their leadership strengths and areas that need development.

"Because employees must already be top performers to be nominated to attend one of these programs, IDG's corporate training programs not only afford selected employees an opportunity to develop new skills and enhance existing talents, they also stand as tacit recognition of the contributions participants have made and will continue to make in their careers at IDG," Raleigh said.

East, West coast training programs

IDG's East and West Coast Development courses are offered on both coasts throughout the year. These programs, of which there are currently 28, run anywhere from one hour to one day. Held onsite, topics range from Leading Remote Employees to Budgeting/Finance at IDG to Stress Management and Assertive Communication and Behavior.

"We've received a lot of good feedback from employees regarding the breadth of course offerings in our East and West Coast program," Raleigh said. Among some of the more popular offerings she said are the following: Motivating and Rewarding on a Shoestring, Project Management, The Art and Science of Negotiating, and Managing Up.

Employees who work for business units that participate in this program may attend any course free of charge. Employees whose business units do not participate may also attend with manager approval, but their business units will be charged a fee. A complete list of the course offerings is available from Human Resources representatives.

For more information contact Connie Raleigh at constance_raleigh@idg.com. WU

IDG

Week of June 24, 2002

Bookkeeper (CSG)

IDG's Accounting Department is seeking an individual to be responsible for accounts receivable, cash receipts, accounts payable, and General Ledger data input for one or more IDG business units. Duties include vouchering, A/P, entering A/R cash, and posting AP, AR cash, invoices, debits and credits to subledgers. Month end duties include reconciliation of subledgers and GL accounts as well as creation of a large volume of intercompany entries. This position requires a high school diploma and 5 plus years of bookkeeping experience. Solid knowledge of Excel and good organizational skills required. The ideal candidate will have an Associate's Degree in accounting with strong attention to detail and superior follow-through skills.

Location: Framingham – MA

Contact: jcjobs@idg.com, Email: jcjobs@idg.com

Inquiry Analyst (IDC)

The IDC Inquire Group is seeking an Inquiry Analyst to support the Hardware and Internet Research Groups at IDC. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Hardware and Internet Analysts and get insight on the many facets of the Analyst role at IDC. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts and sales and IDC clients. Key responsibilities include: partnering with the Hardware and Internet Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure information needs are met, assisting the Hardware and Internet Research Groups with data collection and writing needs as appropriate. We are seeking an individual who is articulate, knowledgeable in internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with one - two years of internship and/or professional experience in a research or high technology environment. This position is based in Framingham, MA and does not require travel. Relocation is not available. **Contact: Eleanor Storch, Email: idc_jobs@idc.com – Req# 1336**

Jr. Staff Accountant (IDC)

Responsibilities will include processing of accounts payable, weekly billing, customer service, some balance sheet reconciliations, and assisting with monthly and year end closings. The ideal candidate should be a fast learner with 2 years accounting / finance experience, college level accounting courses, and sound Excel spreadsheet skills. This position offers exposure to different areas of accounting and finance, growth potential, and tuition reimbursement for relevant courses. An Associate's Degree in accounting is preferred. ***Location: Framingham – MA***

Contact: G. Lawrence, Fax: 508-935-4432, Email: glawrence@idc.com

Account Executive, Latin America (IDC)

The Account Executive, Latin America is responsible for maintaining and growing a million dollar plus account base.

The position requires 10-20% travel in the US and once a year to Latin America. Products and services to be sold include market intelligence reports and consulting services. Knowledge of the IT and Telecom industries is required. At least 4-6 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. MBA is preferred. ***Location: Miami – FL***

Contact: I. Juhola, Email: ijuhola@idc.com

Senior Telemarketing Representative (IFW)

Infoworld is looking for a inside Telemarketing Sales Representative who will have nationwide responsibility for selling advertising in InfoWorld's InfoMarket and InfoStat sections. This will be a purely telemarketing position based in the San Mateo/San Francisco area. The candidate will report to the Associate Publisher. The ideal candidate will be an aggressive prospector who has 3 or more years in telesales. Must have a proven track record in closing accounts across every region in the U.S. This position requires making at least 30 phone calls per day with documented call reports. Must successfully manage existing client base while pursuing new business. Looking for a highly motivated self-starter who is looking to make his/her mark in media sales. College degree or equivalent preferred. **Location: San Mateo/San Francisco - CA**

Contact: resumes@infoworld.com, Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Evolution of IDG's Training and Development Department

Although IDG had been providing employees with development opportunities for years prior, in 1995 IDG's Training and Development Department was officially established as a separate department. Until that time, the Human Resources departments from many of the U.S. units worked together to deliver pieces of the corporatewide Training and Development effort including executive development programs, the East and West coast course calendars and some of the original Publishing Institutes. In addition, outside consultants were used to deliver some of the programming.

When the department was formed in 1995, **Julie Lynch** (now director of the Human Resources Services Division) was hired as the training coordinator responsible for developing and delivering the East Coast course calendar, maintaining what is now called the Training to Go! library and other training initiatives. This department of one then evolved to take ownership of the West Coast calendar, the various institutes, custom programming and more.

Today, the department is responsible for a greater number of corporate programs, has the flexibility to produce timely and relevant topics for a greater number of people and responds to requests for customized material faster and more comprehensively than ever before. This structure for training delivery has allowed for more consistent, quality-controlled delivery of courses and programming by experts in the field at a fraction of the cost.

IDC Education aims to enhance employee productivity

Web conferencing used frequently to deliver diverse training options

Juggling a variety of learning initiatives is all in a day's work for the eight-member IDC Education Team. Based in Framingham, Mass., the group is responsible for manager training, technical training on IDC-specific software, new-hire orientation and analyst and client education.

IDC Education staff members not only work with U.S. employees but also team up with colleagues around the globe, such as Sales Operation Manager/EMEA Technical Educator **Isa Korn** at IDC U.K., to ensure that content and training methods are consistent.

IDC
Analyze the Future

CAROLYN BURTON

*The IDC Education team (l-r): Associate HR/Education Representative **Cynthia Holden**, HR Manager **Jim Klepper**, Manager **Carmen Matheson**, VP/Human Resources and Education **Debbie Bernardi**, Technical Educator **Scott Springer**, HR/Education Assistant **Jason Tyler**, Technical Educator **Michele Tousignant**. Absent from photo: Analyst Educator **Mark Levitt**.*

In 2001, the team organized 427 training sessions, with the vast majority – 387 – of those being technical seminars on such topics as using IDC's new customer relations management database, Lotus Notes Mail and QuickXpense. Many classes are held at IDC's offices in Framingham. Two years ago the staff significantly reduced its travel budget and has been increasingly relying on PlaceWare, a Web conferencing tool, to teach staff globally.

Recent enhancements to PlaceWare now enable IDC staff to tape a live demonstration. "We haven't done it yet, but this feature should be available to employees soon," said Associate HR/Education Representative **Cynthia Holden**. "We're very excited about this, and it should prove very useful to employees who missed the original presentation and can view the archive at their convenience."

One priority initiative this year has been educating clients and staff on how to use IDC.com. When IDC rolled out its redesigned Web site last November, many clients were unsure of how to take advantage of the site's new features. IDC sales reps recommended that IDC Education set up customized training sessions to familiarize clients with how to create their own IDC.com page, conduct advanced searches and access other features.

Most of the sessions are done by Web conferencing. Each session takes about 45 minutes followed by a question-and-answer period. IDC Account Executive/East Coast **Bill Bernardi** has sat in on more than a dozen IDC.com client training sessions.

"Our presenters [technical educators **Michele Tousignant** and **Scott Springer**] are fantastic," he said. "I've been getting great feedback from my customers, who see that IDC.com is a very powerful navigation tool and often schedule additional sessions for other people within their companies. The IDC.com training provides my customers with a level of comfort and understanding with our Web site that results in increased usage and ultimately additional business."

For internal staff, IDC Education is currently concentrating on research architecture training. They are conducting pilot seminars now and plan to offer the seminars to all the research groups before the end of the calendar year. IDC's goal is to have all its research packaged in a way that reflects the look and feel of IDC.com. On the technical side, analysts need to learn how to use a new template that guides them on how to write and submit their documents to Publishing Services & Technologies (PS&T), IDC's production unit. There are designated ways analysts are expected to send a graphic to PS&T or use Excel tools to build tables, for example.

During the next year, IDC Education plans to reinstitute its popular advanced analyst seminars. Seminar topics include forecasting, writing, presentation skills and demand-side research.

For more information contact IDC Education Manager **Carmen Matheson** at cmatheson@idc.com. WU

noteworthy people

IDG WORLD UPDATE

McEvoy

Yang

Jiang

Promotions

PC World Senior Associate Editor, Features, **Aoife McEvoy** has been promoted to senior editor. "The change in title is a reflection of the increased responsibilities Aoife has been taking on for more than a year," said **Ed Albro**, executive editor, Features. "She's done a fantastic job shepherding various AOL projects, including coordinating and editing special online stories written specifically for AOL (many of which have also been very successful on our own site) and guiding copy provided by *Sound & Vision* magazine for AOL buying guides on home entertainment. Aoife has coordinated most of the in-house training we've done over the past year and a half. I think we all know how smart and efficient Aoife is and what a pleasure it is to work with her. I know all those qualities are going to make her a great success in her new job."

IDG China has announced two recent promotions. **Daisy Yang**, previously executive assistant to IDG Asia/China President **Hugo Shong**, has been promoted to director, customer relations and business development, at IDG World Expo China. She will retain her other responsibilities as manager of the IDG Global Solutions office in Beijing. "Daisy has done a great job over the past three years in coordinating most of our activities in China," Shong said. "She has always been helpful and responsive to the requests from both clients and colleagues. I have no doubt that she will be a successful manager in her new position."

Assistant **River Jiang** has been named Shong's executive assistant, handling liaison work with major clients and coordinating with IDG partners within and outside of China. "River, who has a master's degree in economics from China's prestigious Peking University, has made a great contribution to the planning/budgeting and training of the five magazines we launched in China in during the past three years," Shong said. "And her computer skills are outstanding."

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG raises $6,500 for AIDS Walk Boston

Continuing a tradition of a dozen years, IDG was one of the corporate sponsors for the AIDS Walk Boston earlier this month. IDG List Services President **Deb Goldstein** once again coordinated IDG's involvement, joining IDC Vice President **Rebecca Segal** and IDG Training and Development Specialist **Laurie Parsons** to raise more than $4,000, bringing IDG's total contribution to $6,500. The money benefits the AIDS Action Committee to provide client services and prevention education.

IDG employees in the San Francisco area are gearing up to participate in that city's AIDS Walk on July 21. For more information contact Peter Tripodi (peter_tripodi@pcworld.com) or go to www.aidswalk.net/sanfran.

San Francisco mixer features home-grown musical talent

G WORLD UPDATE

*Music floats from the fifth floor terrace of 501 Second Street courtesy of (clockwise, from top): **Ekapat Chareonlarp** (seated), **Kevin McKean**, **Peter Tripodi**, **Jesse Cordoza**, **Stan Erhart** and **Barbara Adamson**.*

Even with only one rehearsal, Uncle Pat (the single-performance band, not the man) does a mean version of "Suzy Q" – complete with a bullhorn, pressed into service when the microphones failed. The occasion was an IDG employee mixer to welcome Mac Publishing back to 501 Second St. in San Francisco and provide an opportunity for all the IDGers in the building to meet and mingle.

Uncle Pat band members included *PC World* Deputy Art Director **Barbara Adamson** and Mac Publishing Showcase Account Manager **Niki Stranz** on vocals, *PCW* VP/Editorial Director **Kevin McKean** on guitar and keyboards, IDG Global Solutions Research and Marketing Manager **Ekapat Chareon-larp** on guitar, IDG Central Services Facilities Coordinator **Peter Tripodi** on electric bass, *PCW* IT Developer/Analyst **Stan Erhart** on guitar and vocals, and Central Services Receptionist **Jesse Cordoza** on drums.

Chiming in on backup vocals were Mac Publishing Showcase Account Manager **Carol Johnstone**, Mac Publishing Senior Marketing Manager **Sharon Cordesse** and Human Resources Director **Kate Coldwell**. *PCW* Senior Technical Editor and singer/guitarist **Rex Farrance** was the opening act. Organized by Coldwell, the party drew 150 IDGers from the 11 IDG business units sharing office space in the building.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Debra Sobin *IDG*

18

Richard Buroni *Computerworld*

16

Pim Bilderbeek *IDC Benelux*
Ken Hoyt *IDC*

15

Faith Marcello *Computerworld*

14

Andrew Sambrook *IDG List Services*
Julie Gilbert *IDG New Zealand*

13

Maryfran Johnson *Computerworld*
Francisco Sanchez *IDG Spain*

12

Guy Eaton *Macworld U.K.*
Mandy Tse-Wong *IDG*

7

Simon Jary *Macworld U.K.*

6

Peter Tripodi *IDG Central Services*

4

Leslie O'Neill *InfoWorld*
Lance Castonguay *IDG*
Amy Lynn Capistran *IDG*
Bob Rawson *Computerworld*
Cynthia Doyle *IDC*
Silvia Raggi *IDG Italy*

3

Diana Turco *Computerworld*
Kelly Matthews *IDC*
George Mahowald *IDC*
Lilian Yang Lan *Computerworld Singapore*
Paul Brannen *IDC Canada*
Darrell Denney *IDG New Zealand*
Jo Williamson *IDG Global Solutions U.K.*

2

Maria Eastwood *IDG U.K.*
Kristin Gallo *IDG World Expo*
Linda Trinh *PC World*
Michael Parent *Computerworld*
Anuj Patel *IDC*
Eri Meyer *IDC*
Deborah Lee *IDC*
Dana Basilone *IDC*
Valerie Soh *IDC Singapore*
Kathy Sin *IDC Hong Kong*
Vipul Bhargava *IDC Australia*
Ruth Ann Gardner *IDG Executive Forums*
Jacqueline Clause *InfoWorld*

1

Brooke Selby *IDG World Expo*
Patricia Owen *PC World*
Daniel Long *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Primer

continued from page 3

What information do you plan to gather? What questions do you need to find answers to? Who will you meet there that might be able to provide you with insight or information.

Take responsibility for your own learning. What does that mean? Your time and mindshare are valuable business and personal assets. Make sure that you get the most out of your time spent in training 'managing' your learning experience For example take risks — stick your neck out. Let the instructor know if you're interested in more information and that you'd like to discuss additional aspects of the topic. Don't wait until the course is over!

Recycle training. Get more mileage out of training programs by sharing what you've learned once you get back to the office. Route printed training materials among fellow staff members, present a discussion session based on what you learned, talk at a staff meeting or lead a casual brown-bag lunchtime discussion.

Follow up after training. Team members can meet with employees after completed training to ask: What did you learn? How will it be useful on your job? Will it cause you to do any job tasks or procedures differently? Do you need any additional help applying what you learned to your daily work?

Continue your learning outside of the classroom: take advantage of real-life learning opportunities in the workplace as well as in the classroom. Your life and job afford you numerous opportunities from which to learn. For example, if you're interested in developing leadership skills, then participate in leading efforts in your community or business unit. Look for opportunities to lead a project, a team meeting or an event. Outside of the organization you might consider volunteering with a local nonprofit or professional organization.

BioITWorld

continued from page 1

sessions. BioITWorld, like its counterpart in the U.S. that was held in March and will be held again Nov. 12-14 in San Diego, brought together scientific and IT industry leaders to examine how technology is transforming the life sciences industry throughout the discovery and development process. The MedPharma conference track focused on the latest discoveries and developments in medical and pharmaceutical research, innovative treatment technologies, new drug manufacturing techniques and more. It also explored investment and business strategies for funding bioresearch and drug development projects.

Philip Fersht, director of BioIT and Life Sciences for IDC Singapore, was one of the event's featured speakers. *Computerworld Singapore* and Framingham, Mass.-based *Bio-IT World* were among the media sponsors.

Tan said his company's small team, headed by Project Manager **Maggie Choo**, managed the event on very tight resources and deadlines, handling all the marketing, exhibitor sales, promotion, conference programming and speaker liaison tasks.

For more details contact Maggie Choo at maggie@idgexpo.com.sg or go to www.bioitworldexpo.com.sg.

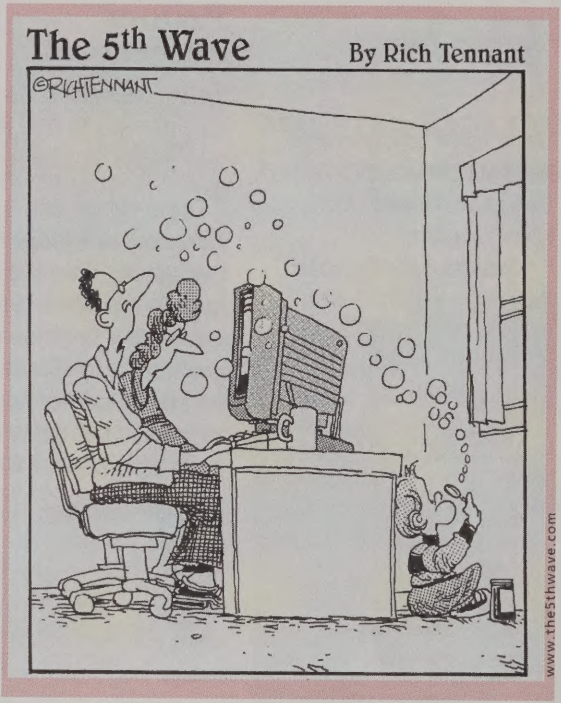
IDG World Expo/Asia plans to hold BioITWorld and MedPharmaWorld again in Singapore in April 2003.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by July 15.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* screen sweeps.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



Just over two months remain for Employee Photo Calendar Contest

Shutterbugs, load your film! It's time for the 19th annual IDG Employee Photo Calendar contest. Here's your chance to win fame, fortune and 30 or so days of bragging rights.

Here's how it works:
You may submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper.

Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.

Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.

Photos will not be returned.

Entries must be received no later than Sept. 13. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A.

2002
Employee Calendar
IDG
INTERNATIONAL DATA GROUP

If your photo is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

First, second and third prize winners will receive $250, $150 and $100, respectively.

Questions may be sent to world_update@idg.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Agnes Hejjas *IDG Hungary*
Yang Hui *IDG World Expo/Asia*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

8 JULY 2002
VOLUME 32, NUMBER 24

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG publications, Web sites dominate ASBPE Awards

IDG World Update PDF available via e-mail delivery

IDG employees can now choose to receive *IDG World Update* each week in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

Note to readers: *IDG World Update* will be on a biweekly schedule for the next two months, publishing on July 22, Aug. 5, Aug. 19 and Sept. 2.

SARAH CROWLEY

*CIO Editor-in-chief **Abbie Lundberg** (center) holds the glass Magazine of the Year award while staff members display the hardware associated with the other ASBPE regional and national awards CXO Media publications won this year.*

IDG publications captured more national awards than any other technology publisher at last month's American Society of Business Publication Editors' (ASBPE) National Awards Ceremony in Chicago. Among the 36 awards taken home by *CIO*, *Computerworld*, *Darwin*, *InfoWorld*, *Macworld*, *Network World* and *PC World* were Magazine of the Year honors for *CIO* as well as a gold award for Overall Web Publication for *PC World*.

"It's an honor to receive such high accolades from industry peers," said **Abbie Lundberg**, editor-in-chief of *CIO* magazine. "After 15 years of publication, these awards serve as confirmation that we are still leaders in editorial content and design treatment."

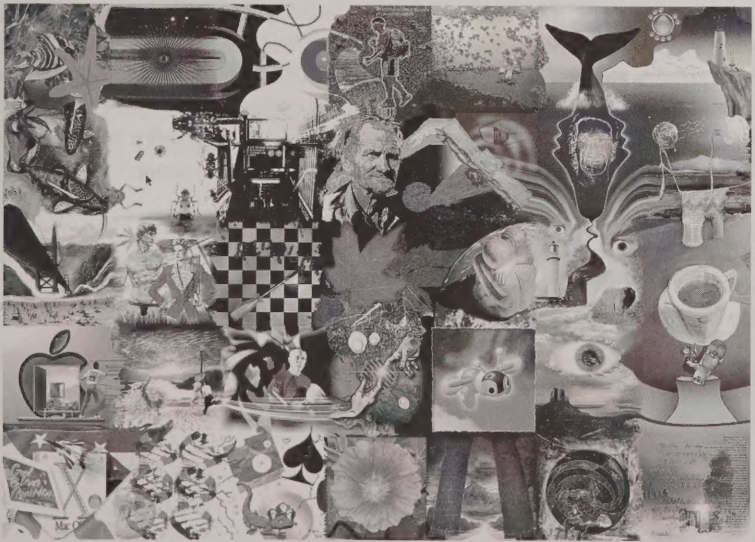
In addition to Magazine of the Year honors, *CIO* took home eight other awards including one gold, two silver and five bronze. *PC World* captured a to-

continued on page 5

MacCentral forum members collaborate on charity event

Member-created mosaic to be auctioned at Macworld Expo; proceeds to benefit UCP

When MacCentral forum member Sean Barley proposed the idea of creating a virtual digital mosaic several months ago, he thought it would be a fun way for forum members to give their artistic muscles a workout. But when fellow member Steve Greenblatt took the idea one step further and proposed the group auction off its finished product and donate the proceeds to a worthy cause, the project shaped up into an international fundraising effort that will culminate at next week's Macworld Conference & Expo in New York.



Five signed copies of the mosaic will be auctioned off during this month's Macworld Conference & Expo.

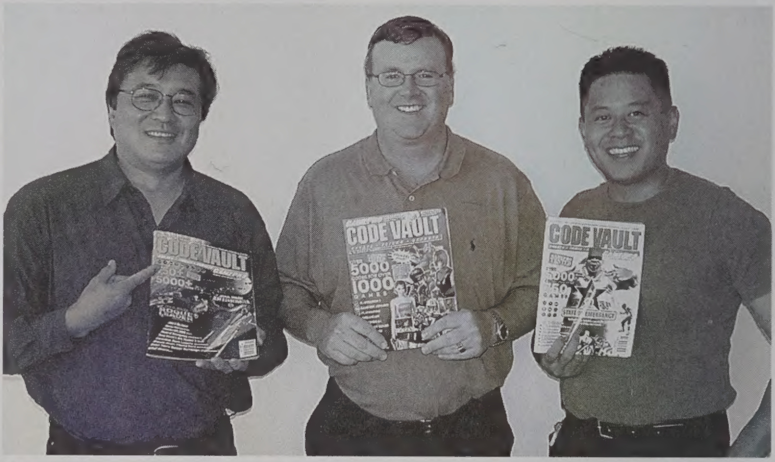
Mosaic 2002 represents the work of 35 artists — both amateur and professional — from around the world, each of whom contributed one digital tile created on his or her Mac computer. It also reflects the cooperation and support of Mac Publishing, IDG World Expo and all the members of the MacCentral forum community.

To get the month-long project rolling, Barley sent out four blank Adobe Photoshop files, each a 4-in. square, to the first four contributors. Each artist had just 36 hours to complete the tile. As the tiles arrived, Barley sent out the next group of blanks, each

continued on page 5

CodeVault: Big ideas for big cheaters

Publication helps readers find hidden codes within games and DVDs



Wes Nihei, *vice president of Games Media and GamePro editor-in-chief;* **John Rousseau**, *president and CEO of IDG Games Media Group and publisher of GamePro magazine; and* **Francis Mao**, *Games Media senior vice president and GamePro director of editorial and creative services with some recent issues.*

IDG WORLD UPDATE

Lying? Bad. Stealing? Ditto. Cheating's OK, though. At least it is if you "cheat" at video games, in which case IDG Games Media Group has a magazine just for you.

Code Vault is an ongoing collection of codes and cheats for the most popular PC and console games, as well as hidden secrets on DVD movies. All of the codes and cheats have been tested by *GamePro* editors and are guaranteed to work.

"Too many other game code resources rush to get a quantity of codes, regardless whether they work or not," said **Francis Mao**, *GamePro* senior VP, editorial and creative services. "There is nothing more frustrating than taking the time and effort to input a game code only to discover that it doesn't work or is a hoax. The infamous 'Nude Lara Croft' game code is classic for seeming to be a true code and yet was nothing more than a video game urban legend."

GamePro's **Francis Mao** *says Code Vault is one of the fastest-growing newsstand publications in the U.S.*

Code Vault started as a special issue last July and shortly thereafter went to a bimonthly schedule. *GamePro* editors contribute and test codes every month for the magazine and GamePro.com, and *GamePro* Senior Editor **Mike Weigand**, the magazine's eight-year game codes and game strategy guru, gathers the best tips together for *Code Vault*. Readers can also send in tips for testing. Weigand said he receives approximately 200 reader tips per month, 90% of which make it into the magazine.

Code Vault is sold only on the newsstands for $4.99 and is not yet available for subscription. Mao claimed it is one of the U.S.' fastest-growing newsstand publications, "a major feat, considering the stark economic situation on newsstands today." Each issue is on newsstands for two months until the release of the next issue. *Code Vault*'s print run varies between 250,000 and 300,000.

Code Vault is cross-promoted within the pages of *GamePro*, which changed the name of its long-running codes, cheats, and tips section to *Code Vault* from *S.W.A.T. Pro* when the bimonthly was launched. *Code Vault* is also the official codes section title on GamePro.com. "The *Code Vault*, *GamePro* magazine, and GamePro.com brands all effectively cross-promote each other with their audience," Mao said. "An additional marketing twist is the promotion and brand exposure of *Code Vault*-branded codes, tips, and cheats cards within each package of the '*GamePro* Presents' toy line, which goes on sale this summer." (See *IDG World Update*, April 8, 2002.)

To check out Code Vault's codes, go to www.gamepro.com and click on the "cheats" tab on the navigation bar.

What's a cheat?

A cheat is a hidden code intentionally built into in a video game by its manufacturer that allows a player to, well, "cheat" in order to improve his or her score. While many game players discover the cheats on their own, some cheats are released by a game manufacturer one or more months after a game's release to bolster interest and sales. *GamePro* Senior Editor **Mike Weigand** finds cheats through both his own extensive experience with games and knowing the repetitive patterns of game programmers.

By way of example, in "Command & Conquer: Renegade" players can unlock game extras during a multiplayer game by pressing F8 and entering 'extras fnkqrrm' and pressing Enter. After the game displays Extras Enabled, go to the purchase terminal and hold Alt before entering the Character of Vehicles screen.

Movies on DVD often have secret features and menus and deleted scenes. To see the hidden appearance by Spider-Man on the "X-Men" DVD, at the main menu, choose Special Features. At the Special Features screen, select Theatrical Trailers & TV Spots. Select Trailer A and press Left to highlight the rose symbol. Press X to start a hidden outtake that includes Spider-Man's cameo.

Enter the IDG photo calendar contest before Sept. 13!

Don't miss your opportunity to enter the 19th annual IDG Employee Photo Calendar contest! You may submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper. Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos. Photos will not be returned.

Entries must be received no later than Sept. 13. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A.

executive Q and A

Chris Fell
The country manager for IDC Australia is this week's guest columnist. He may be reached at cfell@idc.com.

IDC Australia at-a-glance

Year established 1978

Number of employees 36

Web site www.idc.com.au

Most recent accomplishment Being on plan!

Q How has the current economy affected operations at IDC Australia and how have you adjusted your business to meet this difficult market?

A The economy in Australia is bucking the global trend and doing relatively well, in fact, interest rates are on the way up to try and prevent the economy overheating. We have benefited from a number of factors, particularly a very weak Australian dollar boosting exports. Nonetheless, it's a testament to the global nature of our business that the IT vendor community, the source of most of our revenues, is clearly struggling and the pain is being distributed around the globe. Australian IT vendors have been cutting staff and restructuring budgets. As a result, the strong growth we were experiencing for the last three years or so has moderated. We expect revenues to be mildly negative this financial year compared to last.

Correspondingly, our customers' needs have also shifted. The planning window has shrunk from years to months. In the same way that the users of technology are asking vendors to demonstrate their ROI more clearly, the vendors are asking the same of IDC. Short-term tactical advice is the order of the day. Additionally, research that supports a vendor's go-to-market strategy and that reduces their sales cycle, such as white papers and executive briefs, are proving very popular.

In the end, the IDC analyst's close relationship with individuals within the client organization is our vital differentiator. These strong working relationships mean we are able to continue to deliver value to our clients, and they remain happy to pay for this advice. We are spending much more time in face-to-face meetings and presentations to clients as well as telephone support and less time on weighty analysis delivered via reports and bulletins.

Additionally, and far less glamorous than board-level presentations, is the gritty business of cost control. By keeping expenditures to a minimum, freezing new investments and delaying replacement hires and generally being diligent, everyone has done a good job of reducing expenses. There is no doubt that this has put a strain on the organization, but I am proud of the way that everyone has responded.

Q Who are your competitors in Australia and how do you differentiate IDC?

A Gartner remains our major competitor. In the market run up, all the major analyst houses such as Forrester and Jupiter established operations in Australia, often as a beachhead for their Asian operations. The corresponding IT industry meltdown has seen most of them disappear as they reevaluate their international expansion plans.

The key to our differentiation remains unchanged. We have in-country analysts who are experts on the local market in Australia. Our customers are typically local marketing executives who are entirely focused on their local business. It's simply not possible for our competitors to understand the market at the same level of depth and detail. In this environment it doesn't take long for a generalist to come unstuck.

Q Do you see indications that the IT market is on the rebound in Australia?

A IDC Australia started an initiative in the dark days of October 2001 called the Market Sentiment Monitor that aimed to establish a "ticker" that measured user sentiment toward the economy and their business prospects as well as their plans for spending on IT. We ran the latest survey in March, and there is a clear positive uptick with more than 58% of respondents being either positive or very positive about the future. Together with our other research, this leads us to conclude that spending on IT products and services will start to recover in late 2002, but it will be 2003 before we will see any substantial recovery.

Q What are your goals for IDC Australia in FY03?

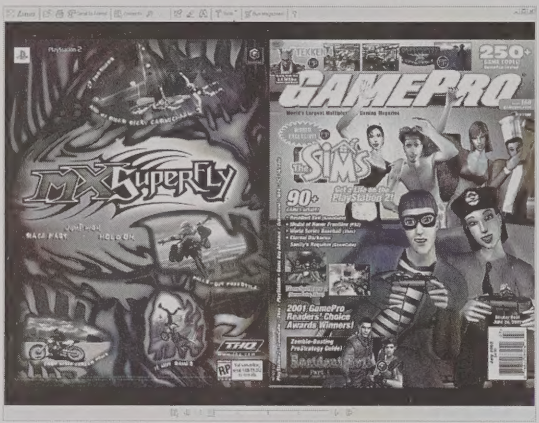
A I imagine our plans will reflect the cautious optimism we feel about the market right now. I think another budget cycle will have to pass before we see marketing budgets increase once more. So improving business and research efficiency will be the order of the day in order to continue to grow profits. In a more general sense, we have started to see our clients' needs changing as they go through the downturn, and we will need to remain on top of this trend and be prepared to be flexible. We have already taken a good hard look at our products and are discontinuing and redesigning a few of them to reflect these changing needs. We want to be ready to respond when the rebound comes.

Q Prior to joining IDC Australia, you moved to IDC in Framingham from the U.K. In what ways are markets and operations in the countries different? Is there any difference in conducting IDC business with clients?

continued on page 6

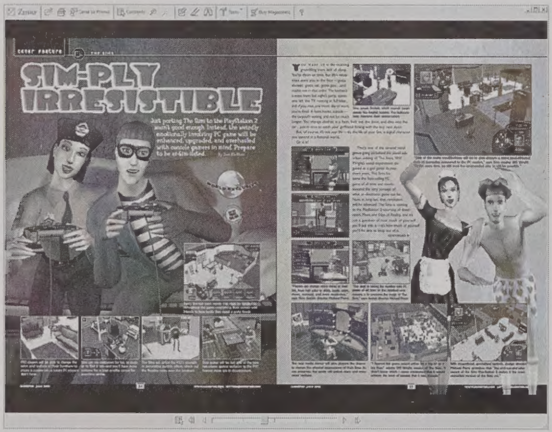
IDG publications test drive Zinio digital delivery technology

A number of IDG publications are currently evaluating a digital delivery system that has the potential to capture incremental reader revenue while offering magazine readers a convenient and interactive format delivered via the Internet.



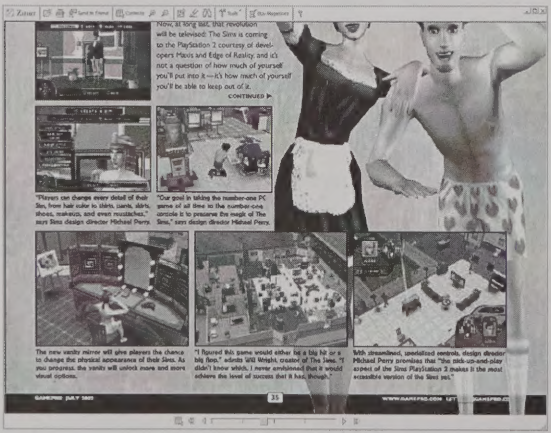
GamePro is one of the IDG publications currently evaluating the Zinio technology. The digital issue is an exact reproduction of the printed version including fonts, content and advertisements.

Developed by Zinio Systems, which has offices in both the San Francisco area and New York, the new technology allows print publications to be rendered in a digital format that preserves the fonts, content, graphics, advertisements and most importantly, the look and feel of the magazine, while drastically reducing both the cost and time needed to deliver a print publication virtually anywhere in the world.



As readers hit the space bar, the publication's pages appear to turn just as do the pages of a print publication.

"This is far more than a simple, static PDF," noted IDG Global Communications President & CEO **Jeff DeBalko**, who negotiated the agreement on behalf of all IDG business units. "This technology provides readers with a full media experience; the reader is presented with a two-page layout that preserves the exact look of the original print version down to the appearance of pages turning on the screen," DeBalko said.



Readers can zoom in on any portion of the page simply by clicking on it. The Zinio technology also allows them to highlight text and makes notes in the margins.

The online magazines allow keyword searches and paperless archives, eliminating the need for readers to store back issues of their publications. Every URL in the publication provides a live link to another Web site, and each story within the publication is linked directly from the table of contents. Readers can highlight text and make electronic notations in the margins. Intellectual property rights management permits publishers to allow or prevent readers from forwarding articles to colleagues.

The Zinio system comprises three elements:

- A production system, which is transparent to the publisher and uses the same files that are used to print the paper publication;
- A distribution environment whereby Zinio can use the publishers' subscription list to deliver magazines electronically on the day of publication;
- The Zinio Reader, which is free to readers and allows them to read their publications on their PCs or laptops.

In an online presentation for IDG employees available on IDG Central (www.idgcentral.com), Mike Edelhart, president and COO of Zinio Systems, mapped out the key principals that underlay the development of this product:

1. The print reader's experience must be preserved.
2. The current magazine production flow must be unchanged.
3. Delivery must be automatic, assured and auditable.
4. Publishers must be able to use the system as they require.

Under terms of the agreement, all production service fees have been waived for IDG business units participating in the test program during this calendar year. IDG business units will incur virtually no upfront costs and will pay just $0.38 per issue delivered.

According to DeBalko, *Network World* and *InfoWorld* are currently offering this technology to readers and *PC World* and *GamePro* are beta testing it. Other IDG publications — including several outside the U.S. — are planning to introduce the technology in the near future. "What's interesting is the various applications business units are exploring," DeBalko said. "Some are looking to use digital versions of their publications to capture incremental revenue from overseas or non-qualified readers while others are evaluating opportunities to use an online version as a value-add or inexpensive add-on to a regular full-price subscription," he said.

At Computerwoche Verlag, where plans are under way to test digital issues of *Computerwoche* and *IT Freiberufler*, the ultimate goal is paid digital subscriptions, according to **Michael Freter**, who is responsible for Computerwoche Verlag's online business. Freter noted that Zinio's intellectual property rights management capability was a key determinate in Computerwoche's decision to implement the technology.

For more information, contact Jeff DeBalko at jeff_debalko@idg.com.

Coming up

Macworld Conference & Expo
July 15-19
Jacob K. Javits Center
New York
www.macworldexpo.com

Digital Spectrum 2002
July 21-23
An IDG Executive Forums Event
Hilton La Jolla Torrey Pines
La Jolla, Calif.
www.idgef.com/dspectrum

IDC's Imaging Convergence Forum
Aug. 6-7
New York
www.idc.com/events

LinuxWorld Conference & Expo
Aug. 12-15
Moscone Convention Center
San Francisco
www.linuxworldexpo.com

WirelessWorld Conference & Expo Malaysia 2002
August 13-14
Kuala Lumpur
Malaysia
www.wirelessworld.com.sg

CIO 100 Symposium & Awards Ceremony
Aug. 18-20
The Broadmoor
Colorado Springs, Colo.
www.cio.com/conferences

Asia/Pacific Telecoms Forum
Aug. 22
Singapore
www.idc.com/events

Showcase Ontario: Ontario Government's IT Event
Sept. 9-12
An IT World Canada event
Metro Toronto Convention Centre
Toronto
www.showcaseontario.com

ASBPE Awards

continued from page 1

The PC World editorial team collected a total of 29 regional and national ASBPE awards this year.

tal of 13 awards — five gold, four silver and three bronze, in addition to an honorable mention in the Magazine of the Year category. *Computerworld* went home with two golds, a silver and a bronze; *InfoWorld* snagged two golds and a silver; *Network World* earned two silvers and a bronze; and *Macworld* took home a bronze. In addition, *Darwin* magazine, which ceased print publication with its May 2002 issue but continues online at www.darwinmag.com, took home three gold awards, two for editorial and one for its online Learning Centers.

Founded in 1964 the ASBPE is the professional association for full-time and freelance editors and writers working in the business, trade and specialty press. The ASBPE annual awards competition recognizes the contributions and commitment to excellence of business and trade editors and designers.

To view a complete list of IDG's ASBPE awards, visit www.idgworldupdate.com.

MacCentral mosaic

continued from page 1

containing a sliver of the border from the tile that would adjoin it. "The artist had just enough information to see the color, shape and line, but nothing else from the previous tile," Barley said.

"It was great to see the enthusiasm from the forum members when the idea for the Mosaic was first brought up," said **Jim Dalrymple**, news director for MacCentral. "Each person involved is giving a piece of themselves to make the Mosaic a success. I am very proud to be a part of this project."

Once the group decided to turn the project into a fundraising effort, MacCentral members were asked to submit recommendations for a beneficiary. A list of 11 organizations was compiled and members voted to select the winner. United Cerebral Palsy was chosen, a particularly fitting choice, noted Dalrymple, since one of the Mosaic contributors is afflicted with the condition.

Mac Publishing is underwriting the cost of shipping five 28-in. by 20-in. canvas prints of the mosaic that are currently traveling throughout the U.S. and Canada while being signed by the individual artists. Artists from as far away as New Zealand and Spain who contributed to the project will sign the mosaics digitally when they arrive in New York. The canvas prints, which will be on display at the MacCentral booth — donated by IDG World Expo— will be auctioned off during Macworld Expo. The silent auction will begin when the show floor opens on July 17. In addition to the canvas prints, a limited number of posters, postcards and CD-ROMs containing the mosaic will also be available for purchase. One hundred percent of the proceeds raised will be donated to United Cerebral Palsy.

"Mac Publishing is honored to be able to help facilitate this member-driven event," said **Colin Crawford**, president & CEO. "As well as allowing Macworld Expo attendees to bid, we'll also allow the whole community to place offers online to ensure as many people as possible get a chance to participate."

"When MacCentral told us about this project, we were excited to provide the environment of Macworld Conference & Expo in which the mosaic will be well-received," said IDG World Expo President & CEO **Charlie Greco**. "The Mac OS naturally is a great technology equalizer — everyone is invited to participate, and that is evident in the effort that went into the mosaic as well as the resulting piece of art."

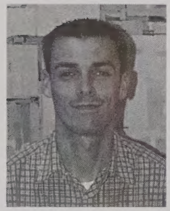
To view the mosaic, visit http://mosaic.maccentral.com. By clicking on the individual tiles, users will see a larger image as well as detailed background information on the individual artists.

For more information, contact Jim Dalrymple at jdalrymple@maccentral.com.

noteworthy people

Steele

Roy



Tyler

Arnowski

IDG WORLD UPDATE PHOTOS

Promotions

Mac Publishing Senior Designer **Jennifer Steele** has been promoted to art director for *Macworld*. "Jennifer has done an excellent job of managing the frantic flow in *Macworld*'s art department over the past few months and has been a joy to work with, bringing plenty of fresh ideas and a great attitude," said *Macworld* Editor-in-chief **Rick LePage**. "In particular, I've been impressed with her efforts to finetune the recent redesign. She's worked hard to deliver the designer's vision, without compromising our design needs or editorial principles, never an easy task with a redesign."

New employees

Kate Hobbie, previously an account executive for AOL/Time Warner, has signed on as InfoWorld Online's West Coast sales manager. She has a B.F.A. in film and television from New York University and enjoys running in her spare time.

David Roy joins IDC in Framingham, Mass., as an inquiry analyst. A recent college graduate, he has held marketing internships with EMC Corp. and Ascential Software. David earned a B.A. in economics with a minor in French from Vassar College in Poughkeepsie, N.Y. He is an avowed fitness fanatic, especially enjoys playing basketball and also finds time to compose music and play the piano.

IDC Framingham has hired **Jason Tyler** as a human resources and education assistant. He was previously a human resources specialist with EMC Corp. He has studied at Salem (Mass.) State College and Quinsigamond Community College in Worcester, Mass., and enjoys spending time with family and friends, traveling and working out.

Karen Arnowski has joined IDG Global Solutions in Framingham, Mass., as an account executive. She spent the past five years as a sales associate with 101Communications. Karen has a B.S. in business administration from Clark University in Worcester, Mass., and spends her off hours swimming, gardening and reading.

Daniel Westerlund has joined *Digit* in the U.K. as classified ad executive.

Returning employees

CXO Media welcomes Ad Sales Associate **Rhonda Goodman** to the Fairfield, N.J., office. She previously worked at InfoWorld's Paramus, N.J., office as a sales associate. A graduate of Jackson (Miss.) State University with a bachelor's degree in business administration, Rhonda spends her free time singing gospel music and hanging out at Starbucks.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Chris Fell

continued from page 3

A It couldn't be more different! First, I am now a pommie not a limey...I'm still not sure which one is best! Moving around the world with IDC has been enormously exciting and endlessly challenging. Learning to adapt to the sheer size of the U.S. market was quite a learning curve. The pervasiveness and obsession with technology is unprecedented in my experience. The principle of market research as a valuable business tool is well established. As a global program manager this gave me huge scope, and we worked on many fascinating global projects.

The Australian IT market is a tiny market in comparison, just 3% of the U.S. market, but it's very advanced and the clients are extremely focused and very demanding. The Australian vendor organizations are tactical operations. They care little about overall technology trends and macro drivers; they inherit product and strategy from their U.S. or Japanese headquarters. They need analysis that improves their bottom line this quarter or this month. Budgets are correspondingly small, so making money is definitely more of a challenge. The IT community is small, most people know each other personally. Our clients are often the local CEOs and board members or at least senior marketing executives. In this sense I feel we make more of a direct difference to our clients' businesses.

"In the end, the IDC analyst's close relationship with individuals within the client organization is our vital differentiator."

Last, but not least, living in the most beautiful city in the world makes the inevitable bad day at the office infinitely bearable!

Q To what extent do you collaborate with other IDC offices in the Asia/Pacific region and IDG Australia?

A IDC is the market leader in Asia Pacific by quite a stretch. Australia is one of the largest markets in the region. Therefore, we do a large amount of work for our AP office; they are our largest client. Similarly, collaboration on new research initiatives and methodologies is a very important point of leverage for the company. With our increasing local focus on creating events and research aimed at users, we are working more closely with IDG than ever before. For example, at our upcoming ServerVision event in July, *Computerworld* is the exclusive media partner. Leveraging the strong *Computerworld* and *CIO* brand in Australia is an important part of our strategy. We also provide information for the publications — trends in technology and market sentiment and end-user survey content for example — and I believe IDC's reputation as a top research house provides an important way for IDG to differentiate it from its own competitors.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Ricardo Gonçalves *IDG Brazil*

19

Barbara Adamson *PC World*

16

Corinne Schmidt *IDG Switzerland*
Helmut Sedlmeier *IDG Germany*

14

Michelle Wong *Computerworld Singapore*
Harald Brechtl *IDG Germany*
Abbie Lundberg *CXO Media*

13

Manfred Weise *IDG Switzerland*
Jan-Bernd Meyer *IDG Germany*
Hans-Albrecht Simon *IDG Germany*

12

Mark Cappel *IDG.net*
Petra Hermann *IDG Germany*
Julio Vial *IDC U.K.*

11

Patricia Owen *PC World*
Jaroslav Hrouda *IDG Czech*
Enrico Lotti *IDG Italy*
Ornella Fusina *IDG Italy*
M. Dolores Rubio *IDG Spain*
Angelique Förster *IDG Germany*
Mila Pancheva *IDG Bulgaria*

10

Debra Becker *Network World*
David Francis *IT World Canada*

9

Maud Sårde *IDG Denmark*
Mohd Yasin *Computerworld Singapore*
Silvia Friedel *IDG Germany*

8

Thomas Winter *IDG U.K.*
Marlene Silla *IDG Germany*
Britta Tüttenberg *IDG Germany*
Renate Regnet-Seebode *IDG Germany*

7

Marie Vildova *IDG Czech*
Karen Blythe *IDG Global Solutions*
Cheryl Giangregorio *IDG Communications*
Sylwia Szczypiorska *IDG Poland*
Sabine Ranft *IDG Germany*
Irena Gorian *IT World Canada*
Kimberley Ogrodnik *IT World Canada*
Karl Martin *IDG New Zealand*
Mindy Blodgett *CXO Media*

6

Emma Northam *PC Advisor*
Elizabeth White *IDC*
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*

5

Jill Lim *IDC Singapore*
Terina Doherty *IDC Singapore*
Rosemary Anne Haworth *PC Advisor*
Rebecca Randell *Network World*
Torben Simonsen *IDG Denmark*
Ryutaro Fujii *IDG Japan*
Volker Heistermann *IDG Communications*
Stephen Symonds *IDC Canada*
Olo Sawa *IDG Poland*
Sandra Stohmeier *IDG Germany*
Holger Seiffert *IDG Germany*
Michael Schnelle *IDG Germany*
Kathleen Kotwica *CXO Media*
Milenko Vasic *Mikro PC World Yugoslavia*
Aleksandar Spasic *Mikro PC World Yugoslavia*

4

Rebecca Leach *PC Advisor*
Keita Kuramoto *IDG Japan*
Patrick McConnell *PC World*
Mauricio Fogaça *IDG Brazil*
Andreas Fischer *IDG Germany*
Alexander Freimark *IDG Germany*
Sabine Wittmann *IDG Germany*
Michael Andress *IDG Germany*
Alessandro de Bochdanovits *IDG Germany*
Andreas Kroschel *IDG Germany*
Renate Rachlé *IDG Germany*
Eva-Marie Behrendt *IDG Germany*
Phil Odgers *IDC U.K.*
Kajaal Asher *CXO Media*
Daintry Duffy *CXO Media*

3

James Birch *Macworld U.K.*
Julie McKie *PC World*
Stan Koeleman *IDC Benelux*
Elena Re Garbagnati *IDG Italy*
Raymond Quan *IDC Canada*
Karina Gentile *IDG Brazil*
Renata Bitar *IDG Brazil*
Sandra Pomalo *IDG Germany*
Reinhard Baum *IDG Germany*
Nico Ernst *IDG Germany*
Frank Klinkenberg *IDG Germany*

2

Mike Wong *IDC Singapore*
Manuel Lopez *IDC Hong Kong*
Kourosh Ghassemi *IDC Australia*
Alan Tong *IDC Malaysia*
Vanessa Day *PC Advisor*
Jacy Edelman *Network World*
Gil Lawrence *IDC*
James Klepper *IDC*
Laura Hannon *IDG*
Jacob Hoffmann-Petersen *IDG Denmark*
Jan Vachal *IDG Czech*
Elizabeth Mason *IDC Canada*
Vit Kolovrat *IDC CEMA*
Romana Schmidtova *IDC CEMA*
Marcelo Danil *IDG Brazil*
Marcelo Striuli Quintãs *IDC Brazil*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Bahram Jassemi *IDG Germany*
Jörg Luther *IDG Germany*
Jürgen Mauerer *IDG Germany*
Herbert Steinhart *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Christof Werner *IDG Germany*
Monika Zachacker *IDG Germany*
Dirk Heib *IDG Germany*
Katharina Friedmann *IDG Germany*
Masaki Kato *IDC Japan*
Jason Armitage *IDC U.K.*
Jill Finger *IDC U.K.*
Nicky Walton *IDC U.K.*
Sarah Johnson *CXO Media*
Brenda Garza *CXO Media*

1

Simon Xiang *IDC China*
Sophy Zhang *IDC China*
Kimberly Gaffrey *Network World*
Rasmus Jensen *IDG Denmark*
Helle Jensen *IDG Denmark*
Chad Poston *IDG Central Services*
Hans Bennekom *IDC Benelux*
Patricia Sheppard *IDG Recruitment Solutions*
Patrizia Barattini *IDG Italy*
Manfred Bremmer *IDG Germany*
Jenny Zieler *IDG Germany*
Pia Küsters *IDG Germany*
Johannes Klostermeier *IDG Germany*
Manfred Bosl *IDG Germany*
Rolf Röwekamp *IDG Germany*
Scarlett Fritz *IDG Germany*
Alexandra Triebe *IDG Germany*
Ulrich Schmid *IDG Germany*
Marcus Schardt *IDG Germany*
Tobias Weidemann *IDG Germany*
Stefanie Kußeler *IDG Germany*
Liubomir Dimitrov *IDG Bulgaria*
Chen Lin Hu *IDC Japan*
Scott Gardner *IT World Canada*
Vince DeCastro *IT World Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Ginny Pohlman

Home
Mill Valley, Calif.

Joined IDG
May 1988, as an account manager at *PC World*.

Career path since joining IDG
November 1990, Western account manager, IDG International Marketing Services; October 1998, VP sales, IDG Marketing Services – International; October 2000, VP global accounts, IDG Corporate Accounts; October 2002, VP global accounts, IDG Global Solutions.

Current title
VP global accounts, IDG Global Solutions. My job entails creating global relationships with IDG's key West Coast acccounts — Microsoft, Hewlett-Packard, Oracle and Sun Microsystems — to drive more spending with IDG worldwide.

Most challenging part of your job
The difficulty in creating a global marketing program in a decentralized environment.

Best part of your job
When I help bring in incremental advertising to IDG's publications.

Latest accomplishments
Global agreements with Sun and Oracle.

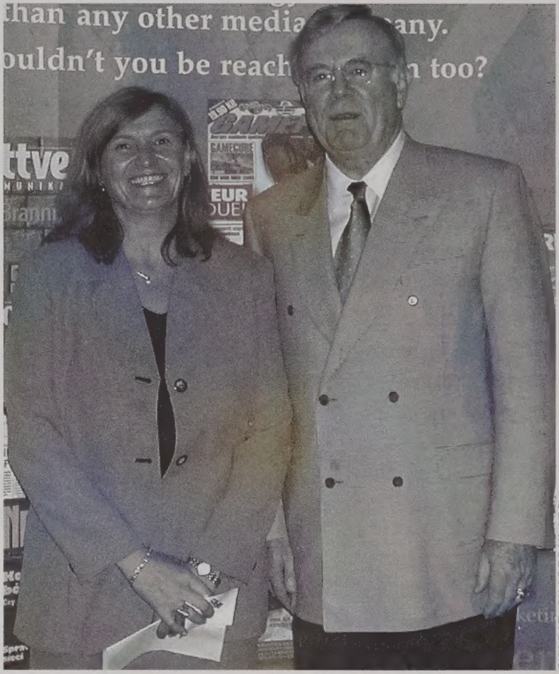
Career highlight
Worked on a team to create a global partnership with HP that has helped increase advertising and market share worldwide.

What's kept you at IDG for 10 years?
In the last 10 years I have represented IDG's international and global resources to U.S. clients, which I find very challenging and interesting at the same time.

Children
Lucia, 9.

Most rewarding thing you've ever done
Having my daughter Lucia has been the most rewarding part of my life. She challenges me, she keeps me young and helps me to live from my heart.

What skill do you wish you had
I wish I were multilingual. It would be so much more fun to be able to speak in the language of my international counterparts around the world. Also, international travel would be so much more enjoyable.


than any other media company.
ouldn't you be reaching them too?

EKAPAT CHAREONLARP

IDG Global Solutions' ***Ginny Pohlman*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a recent dinner celebrating her first 10 years of service to the company.*

What is the last good deed you did?
Lucia and I collected blankets in our neighborhood for people in Afghanistan.

First job
I was a sales representative at the Dayton *Daily News*, and then I went to the San Francisco *Chronicle* and *Examiner.*

Your idea of a perfect day alone?
I would start with a yoga class and then take a two-hour hike to the ocean. I would rest at Stinson Beach with a picnic lunch and enjoy the view, hike back and take a hot tub, before getting a 1 ½ hour massage. I would end the day sipping on a Silver Oak cabernet while reading a novel next to a roaring fire in my fireplace.

Manager's profile
"Ginny brings a wealth of IDG and market knowledge to her role. She has the ability to work across all levels of IDG, be it international, print, online or book, always keeping an eye on the big picture and engaging both IDGers and customers with equal enthusiasm. She is a real team player driving collaboraction. Her client relationships are exemplary and her representation of IDG at headquarters is a tremendous asset to all business units. Of course, the ultimate test is the bottom line, and the accounts that Ginny works on such as HP, Sun and Oracle all have increased revenues with IDG despite the challenging market conditions."

— Matthew Yorke, vice president, business development, IDG Global Solutions

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Alberto Capolino *CXO Media*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

22 JULY 2002
VOLUME 32, NUMBER 25

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

CW-produced event offers enterprise storage solutions to European users

Storage Networking World–EuroStorage emerges as leading European information platform

Acclaimed European author, management consultant, visionary and former CEO of Volkswagen, Daniel Goeudevert, served as the event's keynote speaker.

With 714 registered participants (compared with last year's nearly 400 delegates in Seville), Europe's second annual Storage Networking World–EuroStorage has established itself as the region's leading IT user/implementer storage networking event. Produced by Computerworld, Inc. and co-hosted by the Storage Networking Industry Association-Europe (SNIA-E), the event took place at the Noga Hilton Hotel in Cannes, France June 4-7. The agenda included tutorials, user case-studies, keynotes and sessions focusing on storage networking technologies. Attendees represented 17 European countries as well as South Africa, China, Egypt, Nigeria and the U.S. Twenty-eight international IT companies showcased their products and solutions at the associated exhibition.

"Storage Networking World–EuroStorage successfully offered participants a useful combination of three tiers of storage solution education," noted **Ron Milton**, VP and general manager of Computerworld's Framingham-based Strategic Programs and Events group. Conference Manager **Nan Jurgelewicz** elaborated, "The first was a series of SNIA-developed and delivered technical tutorials that take place on the opening day enlightening attendees about the latest technology developments, architectures and implementation strategies. Next were sessions from industry luminaries, analysts and vendor executives combined with real-life user experiences highlighting the transition from theory to practice. The third tier was the world-class Interoperability Lab, featuring 18 companies and offering attendees the chance to witness solutions working together as well as the opportunity to meet and learn from the industry's brightest product engineers and implementation specialists."

The Interoperability Lab is organized by SNIA-Europe's Interoperability Committee and is designed to simulate a real-life, enterprise, storage-area network environment. Considerable techno-

continued on page 5

Newest IDG corporate training program targets leadership growth

Participants in the East Coast IDG Professional training program included (front row, l-r): ***Amy Mizoras****, IDC;* ***David Waugh****, Computerworld;* ***Pedro Villafane****, IDG;* ***Joe Doherty****, IT World; and* ***Amy Scott****, IDG World Expo. Second row, l-r:* ***Helen Flagg****, IDG List Services;* ***Jodie Naze****, IT World;* ***Mike McGovern****, Computerworld;* ***Andrew Haney****, IDG Global Solutions;* ***Beth Senges****, CXO Media;* ***Jennifer Carty****, IDG;* ***Karen Fogerty****, CXO Media; and* ***Laura Brady****, IDG. Back row, l-r:* ***Joris Evers****, IDG News Service;* ***Loretta Prencipe****, InfoWorld;* ***Duane Hampson****, PC World;* ***Andy Ware****, IDC;* ***Walter Mastrapa****, PC World Latin America;* ***Marc Pramuk****, IDC;* ***Lee Tuttle****, CXO Media;* ***Warren Childs****, IDC.*

IDG WORLD UPDATE

The economy may be stalled but not IDG's commitment to ensuring it has the talented, well-trained leaders it needs to move forward once the industry begins to pick up steam. IDG's newest corporate training program, The IDG Professional, made its formal debut last month on both the East and West coasts with a total of 41 participants. With a focus on leadership development for high-potential individual contributors, the two-day program featured a mix of internal and external experts who shared lots of valuable — and practical — information with participants, who were overwhelmingly positive in their praise for the new program.

The program aims to cultivate leadership at all levels of the organization. "The goal of The IDG Professional is to help participants begin to recognize themselves as leaders within the organization, assess their leadership strengths and identify areas that need further development," said **Connie Raleigh**, IDG training manager. The IDG Professional

continued on page 4

IGS customer event outlines key role of Asia/Pacific market, IDG resources

Asia Pacific at-a-glance, 2002

Population: 3,414.2 million
2002 IT spending (source: IDC):
Japan – US$123 billion
China – $23 billion
Hong Kong – $2.7 billion
Taiwan – $5.3 billion
Singapore – $3.7 billion
Australia – $15 billion
New Zealand – $2.2 billion

IDG in Asia Pacific

IDG companies produce more than 65 newspapers and magazines and 66 Web sites in 19 Asia Pacific countries, reaching more than 20 million technology buyers. IDG World Expo produces more than 40 events throughout the region. IDC has 150 analysts in 15 nations providing a local and regional IT perspective.

Taking advantage of the collective brain power at the IDG Asia Pacific Manager's Meeting in San Francisco last month, IDG Global Solutions (IGS) invited more than 50 of its largest U.S.-based customers to a lunch and interactive market research presentation on "Asia IT Fortunes: Why IT Vendors Cannot Afford to Overlook This Region."

Not only were the IDG country managers from Australia, China, Hong Kong, Japan, Malaysia, New Zealand, Singapore, and Taiwan in attendance, but IDG Chairman (and keynote speaker) **Pat McGovern**, President and CEO **Kelly Conlin**, IGS EMEA/U.S. President **John O'Malley**, IDG World Expo Asia Managing Director **Gary Fung** and IDC Asia Pacific Managing Director **Piyush Singh** also shared their insights into the region's IT economic issues and challenges.

"To meet these IDG leaders under normal circumstances would takes weeks to arrange and thousands of miles of travel," O'Malley said. "Asia IT Fortunes demonstrated not only IDG's global capabilities in reaching the most important markets in Asia Pacific but also how clients can utilize their relationship with IDG to access resources required to raise their success rate. We provided our customers with total access to all of IDG's product offerings in the region in one meeting – media, research and events."

Five months prior to the meeting, IGS asked customers what they would like to know about the Asia Pacific market and created the event's content and format accordingly. The team also put together a handbook for attendees that answered some of the more generic questions customers had asked.

IDG Global Solutions
IDG reaches more technology buyers worldwide than any other media company.
Shouldn't you be reaching them

(L-R): ***Larry Arthur,*** *IDG Global Solutions U.S. director of international accounts;* ***Ekapat Chareonlarp,*** *IGS U.S. manager of marketing and research;* ***John O'Malley****, president of IGS U.S./EMEA;* ***Chip Zaborowski****, IGS U.S. director of strategic accounts.*

Among the customers attending were senior executives from IT vendors and media agencies representing IGS key accounts such as Hewlett-Packard, Symantec, Sybase, Oracle and Cisco Systems.

During the event, IGS also organized small meetings with IDG country managers for customers interested in a private discussion about the challenges of marketing in a particular region, with China and Australia drawing the most interest.

"I've received thank-you notes and requests for the event materials from our attendees who would like to share our information with their colleagues in the region," said IGS Research & Marketing Manager **Ekapat Chareonlarp**. "This event wouldn't have been the success it was without the help of [IDG VP/ Corporate Services] **Marion Kibbee**, [IGS EMEA VP] **Colwyn Munro** and [IGS AP Sales Support Executive] **Wai Chee Wong**."

For more information contact Ekapat Chareonlarp at ekapat_chareonlarp@idg.com. WU

IDG Spain earns Dun &Bradstreet ranking as one of Spain's best managed companies

IDG Spain Managing Director ***Francisco Zabala*** *(left) receives Dun & Bradstreet's Prestige Rating Book from D&B's Eugenio Ballesteros.*

The praise in Spain is in IDG's domain. According to an independent study by Dun & Bradstreet, Madrid-based IDG Spain is one of the 2,000 best managed companies in the nation.

D&B's "Ranking Prestige" study measures risk indicators such as income, management, and credit and debit figures of companies with up to approximately 5.5 billion Euros (US$5.4 billion) in income and recognizes firms for management excellence likely to lead to robust, reliable business relationships with partnering companies.

The 2,000 companies gaining D&B's seal of approval represent only 0.2% of the companies in Spain.

"We feel honored by this prestigious distinction," said IDG Spain Managing Director **Francisco Zabala**. "While we welcome being recognized as one of the best companies in Spain, we are aware that this is not a matter of a single year; we have been working hard for more than 20 years for the Spanish market and will put all our effort toward continuing to celebrate more distinctions in the coming years."

"Considering these rather turbulent times, it is always a good sign for a company that an independent study points to you as a solvent and reliable business," said **Magdalena Saiz**, IDG Spain director of communications and special projects. WU

executive Q and A

Robert Farish
The director of IDC Russia is this week's guest columnist. He may be reached at robert.farish @idcrussia.ru.

IDC Russia forecast for year end 2002

Installed base of PCs 8.5 million

Total value of Russian IT market $4.8 billion

Number of mobile phone subscribers 15 million

Number of Russians using the Internet 3.4 million

Fastest growing segment of the Russian IT industry IT Services, especially offshore outsourcing

Q Can you give us a brief description of the IDC Russia operation?

A IDC set up a Russian office in 1996. We decided to boost its size two years ago once it was clear that the Russian market was ready for a period of prolonged growth. At our Moscow office we now have eight people including five analysts. There are two more analysts that spend most of their time in neighboring Ukraine and Kazakhstan.

Q The Russian market operates differently from most developed countries. How does this difference manifest itself in the IT business?

A Russia is a developing market – albeit a rather unique one. What this means is many of the stages that the U.S. and Western European IT markets went through over a period of decades have been compressed in Russia and are occurring over a period of a few years. The biggest single difference is that most IT projects in Russia are still focused on providing IT infrastructure rather than on creating competitive advantage. (i.e. installing a structured cable network or implementing ERP software rather than rolling out solutions like Customer Relationship Management (CRM) Supply Chain Management (SCM) or Data Warehousing.

What being a developing market also means is that the ups and downs you experience as the economy expands and contracts are a lot more severe. Last year, Russian IT spending grew a lot faster than in any Western Europe country. However, we all remember that in 1998 the size of the Russian IT market shrunk by 30% after that year's financial crisis.

Q Can you briefly describe the state of the Russian IT market? How large is it? Where are the main centers?

A The Russian IT market has been growing strongly for the last three years and by our estimation is now worth around $4 billion. Moscow is, of course, home to the largest customers and all of the biggest IT companies. However, there are other parts of the country growing faster than the capital and these regional markets are maturing very fast. What has been most exciting for us in the last year is that we are starting to do business with Russian companies outside Moscow and St. Petersburg.

Q How has the Russian IT industry fared during the downturn in much of the world over the last 18 months?

A We largely missed it. I think the only segment of the IT market that suffered were Russian contract software developers who lost business in the U.S. after Sept. 11. As for the rest of the business, we felt no ill effects. The Russian IT market grew 23% in 2001 — I think that this speaks for itself.

Q What are IDC Russia's best-selling products and services?

A This year our biggest increase in business came from consulting (custom research services). We structure projects around technologies in which we have some expertise — which this year has been in the area of PCs and peripherals products. I have big hopes for both report sales and consulting in the area of IT services next year. This market is rapidly maturing in Russia and our local competition is quite weak.

Q Do you cover any of the neighboring countries established after the breakup of the Soviet Union or are those markets still too small?

A Some of IDC's international customers need reliable data on other countries in the former Soviet Union, and so for several years we have published reports on the IT markets of Ukraine and the republics of Central Asia. For us it's a major competitive advantage to show that we have analysts on the ground in these markets. I think that within one or two years we will also have local customers Ukraine and Kazakhstan.

Q What's your background? How did you end up at IDC Russia?

A Before joining IDC I was a technology journalist in the U.K. with an obsession with Russia. I came to Russia for the first time in 1990 and worked as a freelance IT journalist. (One of my first customers was actually the IDG News Service.) I later published a newsletter covering the Russian IT market for several years and took on contract research work. I joined IDC in 1996. The advantage of working with IDC over continuing my own local research was the potency of the IDC brand. Many companies view IDC as the industry benchmark — even in far-away Russia. This makes the job so much easier.

Q How do you think working as an IDC analyst in Russia differs from the same job in the U.S. or Europe?

A As for the day-to-day job: My impression of the

continued on page 6

IDG execs share thoughts on leadership

Five of IDG's top executives shared their thoughts on leadership with attendees at the new IDG Professional program last month. Among their key points:

- "The best leaders lead with passion, enthusiasm, energy and humor."
- "Leadership is a journey, not a destination. Great leaders strive to improve every day."
- "Effective leaders are often better at inspiration than management."

—***Gary Beach**, group publisher, CXO Media Group*

- "A leader does not have to be a king, queen, president, general, CEO or demi-god. A leader does not have to be 'in charge.' A leader does not have to be charming, wonderful and charismatic — or even nice. A leader is not even always doing good. So what is a leader? A leader is anyone who decides to make a difference."

—***John Gallant**, president &editorial director, Network World*

- "Leadership demands courage. Leading implies change and change makes people uncomfortable. Comfort is a powerful source of organizational inertia and the leading barrier to change. Leaders must be brave enough to challenge the status quo."

— ***Don Best**, IDC senior VP, worldwide sales*

- "Leadership is a set of qualities that causes people to follow. Leaders carry their following along by: insuring their trust, acting consistently and motivating by words and deeds. Anyone can be a leader provided they work to be the kind of person others want to follow."

— ***Jeff Edman**, president & CEO, PC World*

IDG Professional

continued from page 1

joins IDG's three other corporate training programs: The Global Media Institute, the Media Management Institute and the IDG Management Excellence Program.

*The participants in the IDG Professional West Coast program were (back, l-r): **Doug Detlefsen**, Mac Publishing; **Patrick Beyries**, IDG Corporate Services Group; **Steven Lawson**, IDG News Service; **Chris Willard**, IDC; **Bruce McCurdy**, PC World; **Chris Bramel**, CXO Media; **Rafael Sosa**, PC World; **Charles Purdy**; Mac Publishing. (Middle, l-r): **Scott Plamondon**, IDG.net; **Ron Neal**, Mac Publishing; **Matika Angkatavanich**, IDG Global Solutions; **Elisa Phillips**, Computerworld; **Jennifer Guevin**, IDG.net; **Bob O'Donnell**, IDC; **Sean Greathouse**, Mac Publishing; **Stephanie Sanborn**, InfoWorld. (Seated, l-r): **Connie Raleigh**, IDG Human Resources; **Alec Wagner**, InfoWorld; **Aoife McEvoy**, PC World; **Heidi Tanakatsubo**, IDG Recruitment Solutions; **Sharlana Bacchus**, IDG Global Communications.*

During the program's first day, presenter Paula Taylor, president of The TaylorGroup, an Oakland, Calif.-based training and consulting company, led participants through exercises and discussions designed to assess their leadership strengths and development areas. Employees explored the differences between leaders and managers, identified characteristics shared by successful leaders (see sidebar page 5) and worked on developing and articulating their own personal and professional visions.

"Paula Taylor's presentation provided a solid theoretical framework for leadership development, and I came away with concrete plans to implement," said **Helen Flagg**, financial specialist at IDG List Services, who attended the East Coast session held June 20-21. "Using her leadership characteristic inventory, I identified two areas of my own leadership development that need improvement and am working on strengthening them. The inventory tool was useful in quantifying components of leadership. There were also some exercises that I found useful such as writing your own retirement speech," Flagg said.

> *"In these times of shrinking budgets it is very telling that IDG is willing to invest time and money in employee growth."*
>
> *— Patrick Beyries*

The second day of the program featured a series of internal and external leaders who spoke on a range of leadership-related topics and shared personal insights about leadership and what it means at IDG. IDG presenters included PC World President & CEO **Jeff Edman**, Mac Publishing President & CEO **Colin Crawford**, CXO Media Group Publisher **Gary Beach**, Network World President & Editorial Director **John Gallant** and IDC Senior VP Worldwide Sales **Don Best**.

"The ongoing support from leaders across IDG is phenomenal," said **Laurie Parsons**, training and development specialist. "Participants truly appreciated the opportunity to meet, learn from and interact with the internal program presenters. Many commented on the inspiration and motivation the leaders instilled in them."

"Hearing from the IDG presidents and CEOs was the highlight of the training for me," noted **Bob O'Donnell**, research director at IDC, who attended the West Coast program. "It was very interesting to hear and observe their different takes on leadership, their stories about their career paths and how IDG operates at the highest levels of the organization."

Rounding out the program on the second day were discussions led by networking experts Linda Piatelli and Linda McChristian on the East and West coasts, respectively. Their presentations, "Networking for Business Results," aimed to help attendees better understand the goals of networking, what it is and what it is not and develop a plan for maximizing their return on time spent networking (see sidebar page 5).

"The IDG Professional was the most thought-provoking seminar that I have ever been a part of," said **Patrick Beyries**, business analyst at IDG's Corporate Support Group. "It was a pleasant honor to be nominated to attend and a real joy to interact with some great minds from all parts of IDG. In these times of shrinking budgets it is very telling that IDG is willing to invest time and money in employee growth."

For more information contact Connie Raleigh at constance_raleigh@idg.com or Laurie Parsons at laurie_parsons@idg.com. **WU**

Week of July 22, 2002

Senior Writer (IFW)

InfoWorld Media Group, the leading enterprise IT newsweekly, currently has an opportunity open for a journalist with at least two years experience covering enterprise hardware and software. Solid technical understanding and reporting experience with Web services, grid computing, microprocessors, servers, desktops/notebooks, peripherals and enterprise operating systems, including Windows, Solaris, UNIX and Linux, is essential. Reporting to the News Editor, responsibilities include generating original copy for both online and print publication.
Location: San Francisco - CA
Contact: L. Hess, Email: lisa_hess@idg.com

Consulting Manager (IDC)

IDC has an opening for a full-time consulting manager to develop and manage research-based consulting projects for our West Coast high-technology client base. Position requires some knowledge of hardware systems products (servers or storage); previous market research experience; and excellent written and verbal communications skills. Familiarity with qualitative and quantitative research methodologies and/or market modeling a plus. Three to five years related market research, marketing, or consulting experience required. BA required, with MBA a bonus.
Location: Mountain View – CA
Contact: I. Juhola, Email: ijuhola@idc.com

Part-time Administrative Assistant (IDG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 15 - 20 hours per week in our Paramus Regional Sales office. This position will support 18 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will coordinate and ensure the timely delivery of all incoming and outgoing mail, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail, aptitude for working with numbers, and the ability to multitask. Previous administrative support in a sales environment a plus.
Location: Paramus – NJ
Contact: Email: jcjobs@idg.com

Part-time Administrative Assistant (IDG)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 15 - 20 hours per week in our Irvine Regional Sales office. This position will support 22 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will coordinate and ensure the timely delivery of all incoming and outgoing mail, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail, aptitude for working with numbers, and the ability to multitask. Previous administrative support in a sales environment a plus.
Location: Irvine – CA
Contact: Email: jcjobs@idg.com

Marketing Coordinator (IFW)

InfoWorld is looking for a detail-oriented, energetic and motivated person to join our Marketing/Events/Research team in the role of Marketing Coordinator. Responsibilities include: creating/proofing presentations, managing internal collateral and promotional projects, coordinating trade show activities for sales team, managing status reports, budgeting, and performing some administrative tasks for the executive team. The ideal candidate will: Be a proactive, self-starter who has the drive to "dot every I and cross every T" every single time! Have strong written and verbal communication skills. Have a strong desire to work hard in a team environment. Have a minimum of 1-2 years experience in an ad/PR agency, publishing or B2B start-up. Experience in the technology field is a plus. Be able to demonstrate proficiency in Powerpoint, Excel, Word. **Location: San Francisco – CA**
Contact: L. Hess, Fax: 650-312-0668, Email: lisa_hess@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Information Architect / HTML Designer (IFW)

The ideal candidate will have well-honed Information Architecture skills, as well as the ability to implement solutions in HTML. The Information Architect / HTML Designer works with all InfoWorld departments across our entire product development lifecycle. Graphic design, advanced HTML and formal requirements management skills are required. Required Qualifications: Site Mapping, UsabilityTesting, Use Case development, 3-5 years HTML experience required, Javascript / DHTML / CSS / XSL, Photoshop. **Location: San Francisco – CA**
Contact: D. Butcher, Email: derek_butcher@infoworld.com

Sales Associate (GMG)

IDG Games Media Group, the world's premier interactive entertainment publisher for multiplatform gaming enthusiasts and publisher of GamePro magazine and GamePro Online, the third largest male teen magazine in America, is seeking a high energy, organized Sales Associate to assist the West Coast Sales Team in our Oakland, CA sales office. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and a collection of insertion orders. You will also be responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have: a customer service orientation and thrive in a fast-paced environment; strong writing skills and attention to detail; excellent multi-tasking skills; PC computer experience; familiarity with Microsoft Word, Excel, PowerPoint, ACT for Lotus Notes; a minimum of 1-2 years business experience; and a strong desire to enter the field of advertising sales. For consideration, please include salary requirements. **Location: Oakland CA Contact: Kristin Shackelford, GamePro, 555 12th Street, Suite 1100, Oakland, CA 94607; Fax: (510) 768-2701; or e-mail: jobs@gamepro.com**

Marketing Research Intern (IGS)

IDG Global Solutions seeks an energetic, highly motivated International Research Intern. The intern will support IDG sales and management by providing international IT knowledge - including tracking technology and marketing trends in foreign markets, designing and coordinating global brand studies, creating market research presentations and responding to client inquiries. The ideal candidates will posses, or be in the process of obtaining, a Bachelor's degree. Strong PC (Excel, Word, PowerPoint) and analytical skills are preferred, along with the ability to work under deadline restrictions. Strong customer satisfaction orientation, highly motivated self-starters who thrive in a fast-paced environment and desired. International work experience and languages are a definite plus. The position is an unpaid full-time internship with employment potential. **Location: San Francisco – CA**
Contact: E. Chareonlap, Fax: 415-974-7368, Phone: 415-974-7382, Email: ekapat@idg.com

San Francisco Bureau Chief (NEW)

IDG's daily, international news service seeks an experienced editor to supervise our San Francisco news bureau. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Previous experience in a similar position or as a senior-level journalist covering business technology is required. **Location: San Francisco – CA**
Contact: Email: jcjobs@idg.com

Inside Sales Representative (IFW)

InfoWorld is looking for an Inside Sales Representative who will have nationwide responsibility for selling advertising in InfoWorld's Marketplace section. This position reports to the Associate Publisher. The ideal candidate will be an aggressive prospector and account manager with 3 or more years of experience in inside sales. Must have a proven track record in closing accounts across every region in the U.S. This position requires making at least 30 phone calls per day with documented call reports. Must successfully manage existing client base while pursuing new business. Looking for motivated self-starters with high energy and high drive who are looking to make his/her mark in media sales. College degree or equivalent preferred. **Location: San Francisco – CA**
Contact: Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Associate Marketing Specialist (IDC)

IDC is seeking an associate marketing specialist to coordinate, manage and track details for external marketing campaigns and internal marketing resources. The IDC Programs the individual will support in conjunction with the Marketing Programs Manager are Investment Research Services, Global IT Advisor, Go-to-Market Services (GMS), IT Advisory Tools, and xSP and Content Research. Please see idc.com for a full description. **Location: Framingham – MA**
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Financial Analyst (CXO)

CXO Media Inc. is seeking a detail oriented, bottom-line focused, organized Financial Analyst to join their finance team and report to the CFO. This individual will maintain and enhance statistical reporting and work with accounting to close out the P&L on a monthly basis. This individual will also handle payables, reconciliation's, miscellaneous billings, journal entries, processing purchase orders, record keeping and assisting in the development of financial controls and policies. The ideal candidate will possess strong analytical skills, ability to multitask and work in a fast pace environment. Finance or Accounting degree required with 2-4 years experience. Should be highly proficient in Excel. **Location: Framingham – MA**
Contact: B. Senges, Fax: 508-875-4489, Phone: , Email: bsenges@cxo.com

Ad Traffic Coordinator (ICI)

IDG Communications is seeking an Ad Traffic Coordinator for its San Francisco office. This is an entry-level position, but candidates with prior trafficking experience are also encouraged to apply. Responsibilities to include setting up online advertising campaigns using DoubleClick DART, scheduling email campaigns, tracking, optimizing and troubleshooting campaigns, providing reporting to clients and sales team and managing and forecasting inventory levels. Candidates should have strong organization skills, great attention to detail, strong customer service, excellent Excel skills and good analytical abilities. Experience working with HTML and some knowledge of JavaScript or Flash is helpful; internet experience or knowledge of ad serving platforms is a plus. To apply, send resume and cover letter IN THE BODY of the email to govinda_bader@idg.com. PLEASE DO NOT SEND ATTACHMENTS! **Location: San Francisco – CA**
Contact: G. Bader, Email: govinda_bader@idg.com; govinda_bader@idg.com

VP of Audience Development/Circulation (IFW)

The VP of Audience Development /Circulation will report to the President/CEO, InfoWorld and be responsible for the overall management of the staff/department. Specific responsibilities include readership development, circulation strategy and execution; implementation of centralized opportunities as it relates to fulfillment, distribution and postal management; budgets and forecasting; management of the database; sales support and training and advertiser interface as needed. Candidates must be seasoned circulation professionals with management experience; BPA certified and possess excellent communication skills and ability to work with a high sense of urgency to deliver circulation objectives. **Location: San Francisco – CA**
Contact: S. Brown, Fax: 508-935-4600, Phone: , Email: susan_brown@idg.com

Director of Online Product Development (IFW)

The Director of Online Product Development will report to a member of the InfoWorld Executive Committee and be responsible for the strategic roadmap for all InfoWorld online initiatives. Individual must have a strong online track record and understanding of both reader and advertiser needs with proven ability to foster new initiatives from conception to delivery. Specific responsibilities include development of specifications for product offerings; creating product strategy/definitions and deliverables; collaborating with functional areas and providing financial and technical justification for product selection. Candidates must have a firm grasp of current internet technologies, development cycles, project management and online usage measurement tools; knowledge of media, design and content management; ability to successfully work within a matrix environment; possess strong verbal/ written skills. Experience in online newspaper or other media operations a plus. **Location: San Francisco, CA**
Contact: S. Brown, Fax: 508-935-4600, Phone: , Email: susan_brown@idg.co

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Assistant (NWI)
Network World is looking for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the Regional Sales Managers in our San Mateo CA office. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. The successful candidate will have excellent organizational skills, and a high attention to detail. Excellent communication and customer service skills a must. 3-4 years of previous experience in a sales environment, and familiarity with Microsoft Office, Lexis-Nexis and Saleslogix software. **Location: San Mateo – CA**
Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Leaders share common traits

According to Paula Taylor of the TaylorGroup, an Oakland, Calif.-based training and consulting company, who facilitated sessions at both the East and West coast editions of The IDG Professional, leaders share eight common characteristics. Leaders:

- Envision the future.
- Communicate the vision.
- Motivate and inspire others.
- Recognize and take advantage of opportunities.
- Encourage others to act and grow strong.
- Model behavior.
- Provide recognition and rewards.
- Possess and demonstrate character.

Networking key to career building

Acknowledging that many people take a dim view of networking, training specialist Linda Piatelli from Success Dynamics said that is because many people don't understand what it is and why it is important to career building and, therefore, don't do it well.

The No. 1 mistake many people make when they enter a room full of potential contacts, she said, is to focus on themselves: "I'm tired, I'm nervous, I don't want to be here." That focus on self results in self-consciousness and an inability to focus on others and listen to what they are saying, she said. "My goal, when I network, is to not talk about myself at all," Piatelli said. "I look around and think 'Who do I want to know? How could they add to my network? How can they be a resource to me and others in my network? How can I bring benefit to them?"

"The key to effective networking," said Piatelli," is to focus on mutual benefits and to begin thinking of yourself as a resource: how can I be a source of information, referrals and value for others in my network?"

Storage Networking World

continued from page 1

logical as well as organizational and pre-staging effort was needed to produce this live-demonstration, which is unique in Europe. Nearly 60 employees from the companies concerned were involved. The onsite Interoperability Lab equipment weighed more than 15 tons and had a value of nearly $10 million. Some 16 terabytes of disk space were installed along with 17 fiber channel switches serving 220 ports. "The most remarkable accomplishment of this Interoperability Lab was the cooperation of companies, many of them competitors, to achieve the common goal of demonstrating the smooth integration of various components in storage-area networks with multivendor capabilities," observed **Michael Meleedy**, group manager of Computerworld's Event Operations team. Four issues important to users were highlighted: Bridging Heterogeneous Networks, Storage Networks Management, Business Continuance, and Solutions/Applications.

As a vendor-independent conference and exposition, Storage Networking World–EuroStorage evolved from the acquisition of EuroStorage last May from StorageTek. "By adding this prestigious and 'agnostic' program to the series of very successful SNW events in the U.S. (next one in Orlando, Oct. 27-30), we are able to have immediate credibility and a platform for our efforts to grow our European chapter of the SNIA," said SNIA-Europe Chairman Michel Grosbost. "The dedication and expertise offered by the U.S. Computerworld team combined with the world-class reputation of IDG and the support of its European publications for publicity, lists, etc., are most appreciated," he added.

Leo Leger, Computerworld's VP of Strategic Initiatives, was equally pleased to point out the excellent support this program received from his European IDG colleagues. "From my first meeting, [IDG France Managing Director] **Gerard Adamis** and key members of his staff gave me total support for this event." Advertising campaigns were negotiated for *Le Monde Informatique*, *Distributique* and *Reseaux & Telecoms*. A CTO Insights Panel moderated by *Reseaux & Telecoms*' Editor-in-chief **Eric Domage** was one of the event highlights, Leger said. Leger further acknowledged the "always reliable and co-operative" role of **Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag in Munich, and his team along with the value of promoting the event in *Computerwoche*. Not to be overlooked was the role of European "sales agent" played by long-time IDG strategic expo partner, K+S Messe of Munich.

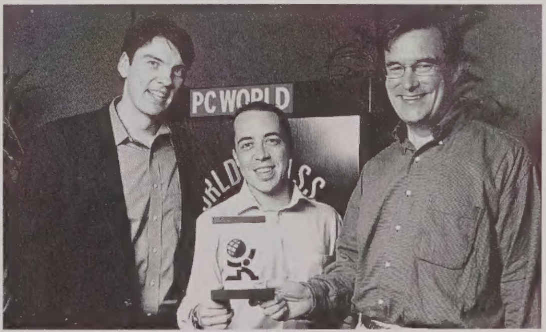
Next year's event will likely take place in June and once again be held in Cannes. For more details contact Leo Leger at leo_leger@computerworld.com. WU

"Ask the Experts Panel" participants ***John McArthur,*** *IDC Group VP, (left) and Paul Massiglia, noted author and technical director, engineering, VERITAS.*

PC World announces 60 World Class Awards for innovative products

PC World stopped by the PCExpo/TechXNY trade show last month to hand out its 20th annual World Class Awards at the event's Showstoppers press reception.

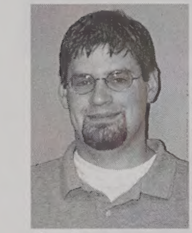
More than 60 awards — chosen by the editors of the San Francisco-based monthly — were given to the finest PC products and services of the last 12 months. Web search engine Google took home the awards for Internet Product of the Year, Best Search Engine and overall Product of the Year. So impressed were the editor-judges that they urged Web searchers to "remember this simple three-word mantra: *Try Google first.*" AMD's Athlon XP earned Best Computer Product of the Year. A one-of-a-kind utility, Ad-aware was named Software Product of the Year, and the Most Promising Newcomer award went to HomePlug for its products that have the potential "to make networking PCs as simple as finding and plugging into the nearest power outlet." A full list of winners is in the July 2002 issue of *PC World* and at ww.pcworld.com.



L-R: Google's Tim Armstrong, VP of advertising, and David Krane, corporate communications director, receive their Product of the Year award from ***Kevin McKean****, PC World editorial director.*

noteworthy people

Khaksar


IDG WORLD UPDATE

Krazit

Harmer

Promotions

Justin Khaksar, previously manager, business development for IDG Global Solutions (IGS) in the U.K., has been promoted to director of business development and is now based in IGS' Framingham, Mass., office. His mission is to find additional revenue streams primarily outside traditional media sales. "Justin has been a tremendous asset to IGS and IDG," said IGS Vice President/Business Development **Matthew Yorke**. "He has developed outstanding customer relationships underpinned by his IT market knowledge and delivering real value to customers. He has been at the forefront of innovative marketing programs from IGS — most recently the highly acclaimed Apple custom publishing project. Justin's promotion and move to the U.S. reflects our growing commitment to U.S. international clients."

IDG News Service Copy Editor **Tom Krazit** has been tapped as a U.S. correspondent in Boston. "Tom has been a superb copy editor and no doubt his keen sense of linguistic style will stand him in good stead as a writer," said IDG News Service Editor-in-chief **Elizabeth Heichler**. "He's proven himself well able to turn around a good story fast when given the opportunity."

IDG's publishing partner in the Philippines, WS Computer Publishing Corp., has announced several personnel changes. **Delia Castañeda-Gutierrez**, previously vice president of sales and marketing, has been named president and CEO. **Ibarra C. Gutierrez**, previously special projects editor for all the company's publications, is now publisher and editor-in-chief of *Computerworld Philippines*. He will oversee the company's entire editorial department, which also includes *PC World*, *The WEB* and *IT resource*. Online Manager **Heinz Bulos** has been named editor of *The WEB*, which has been transformed from an e-entertainment magazine to an e-business title. Former *WEB* Editor **Titus Abola** has been named associate editor of *PC World*.

Transfers

David Harmer, previously IDG Global Solutions' vice president, international sales for Europe, Middle East and Africa (EMEA), is moving to IGS' San Francisco office on Aug. 5 as the new vice president of international sales, U.S. He will have direct responsibility for all IGS U.S. operations and will continue to report to IGS President **John O'Malley** with the objective of mirroring the growth experienced within the EMEA region. "David will bring invaluable leadership, expertise and foreign market experience to our U.S. operations," O'Malley said. "He will be responsible for the strategic development of the IGS U.S. International Sales Offices (East and West coasts), with particular responsibility for management of international sales in the U.S." WU

IDG employees offered 20% discount to European IT Forum

IDC is offering IDG employees a reduced rate for the European IT Forum, which will be held Sept. 16-17 at the Grimaldi Forum in Monaco. IDG attendees can register for $1,840, 20% off the regular price of $2,300.

The European IT Forum is the leading event in the European IT sector. More than 1,000 CEOs and top executives from European companies are expected to attend to gain an understanding of how they should lead themselves and their organizations through the unprecedented opportunities and challenges of the Internet economy.

"Getting Ready for the IT Market Rebound: New Economic Landscapes, New Technology Solutions, New Strategies for IT Investments" will feature keynote speeches by IDC senior vice presidents, leading economists and top IT and Telecom industry executives. Outside speakers include **Michael D. Capellas**, president, Hewlett-Packard Co., **John G. Schwarz**, president and COO, Symantec Corp., **Paul A. Stodden**, group president, Siemens Business Services, and **Nicholas Negroponte**, founder and director, MIT's Media Lab.

For more information go to www.idc.com/itforum02. Or contact Katia Schiavi at tel: +39-02-20226-254.

Executive Q&A

continued from page 3

work of U.S. and Western European analysts is that their main jobs are to analyze markets and to support salespeople to sell their products. For us the analysis is the fun part of the job. The rest of the time we are negotiating, persuading and cajoling companies into providing us with the data we need upon which to make solid assumptions. In Russia, I'm sad to say, the obsession with secrecy lives on in the cultures of most companies.

How we are viewed: In the U.S. or Europe the position of analyst is well established and everyone knows what this person does. In Russia this is not the case. There are still very, very few analysts with any experience, and many people in the industry treat you with a mixture of great respect and suspicion. (Respect because they believe that as an industry analyst you are something akin to a medieval soothsayer with knowledge that mere mortals cannot possibly obtain. Suspicion because deep down they don't believe this and they also have strong doubts that anyone can make a living from doing analysis.)

***Q* What's your feeling for the future of IDC's business in Russia?**

A I'm very optimistic about the future. It has taken some time for our business in Russia to gather momentum because the products IDC offers imply a certain level of maturity of local IT companies. The biggest single inhibitor to our business used to be that most Russian companies simply did not understand the value of our products. However, over the last two years these attitudes have been changing, and I think that the work we have done over the last six years will now begin to pay dividends. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Therese Bergstrom *IDC*

16

Wally Clegg *PC World*
Karin Quack *IDG Germany*
Kenneth Hoyt *IDC*
Ralph Finos *IDC*

15

Kathleen Demko *Computerworld*
Karin Reitberger *IDG Germany*
Kimberly Schuberthan *IDC*
Kevin Burden *IDC*

14

Tammy O'Sullivan *PC World*

12

Richard Willoughby *PC World*
Scott McLarnon *IDC*

11

Bridget Cammarata *CXO Media Group*
Chris Keall *IDG New Zealand*

10

Randy Perry *IDC*

9

Annelise Pedersen *IDC Nordic*
Dana Thorat *IDC*

8

Francine Gay *Computerworld*
Ulrike von Trotha *IDG Germany*
Susan Davis *IDC*
Loren Loverde *IDC*
Douglas Chandler *IDC*

7

Catherine Spence *IDG Global Solutions U.K.*
Hideki Kojima *IDG Japan*
Mary Cook *IT World Canada*
Randal Giusto *IDC*
Joan Young *IDC*

6

ohn Radzniak *Computerworld*
Andy Burrell *CXO Media Group*
Jim Burgoyne *CXO Media Group*
Kitty Fok *IDC Hong Kong*
Faith Wardle *PC Advisor*
Kate Godfrey *PC World*
Choong Chau Sim *Computerworld Malaysia*
William Ganci *IDC*
Thomas Mahowald *IDC*
Laurel Heske *IDC*

5

Marc Songini *Computerworld*
Kevin Burt *IDG Communications*
Verena Schieder *IDG Germany*
Steven Reddington *IDG New Zealand*
Janet Waxman *IDC*
Aaron Gao *IDC*

4

Elizabeth Miller *PC Advisor*
Jessica Williams *PC Advisor*
Kate Coldwell *PC World*
Kathryn De Carlo *IDC Canada*
Cynthia Doyle *IDC*
Claudio Checchia *IDC*
Katrina Menzigian *IDC*
Kevin Kane *IDC*
Courtney Munroe *IDC*
Dawn Chaisson *IDC*
Meredith Whalen *IDC*
Betty Kapsalis *IDC*
Linda Mulkigian *IDC*
Ron Glaz *IDC*

3

Christy Berger *Computerworld*
Jacqueline Day *Computerworld*
Christina Steensboe *IDC Nordic*
Motohiro Miura *IDG Japan*
Naoko Kanda *IDG Japan*
Hideyuki Mori *IDG Japan*
Alex Krasne *PC World*
Sheila Morales *PC World*
Bruce McCurdy *PC World*
Marina Kwan *IT World Canada*
Cindy Steinman *IT World Canada*
Earl Joseph *IDC*
Barbara Cordero *IDC*
Bianca Bruhn *IDC*

2

Marian Prokop *Computerworld*
Ray Gagnon *Computerworld*
Thomas Raschke *IDG Denmark*
Nathaniel Martinez *IDC Nordic*
Maud Gobron *IDG Global Solutions France*
Alison Bass *CXO Media Group*
Graham White *CXO Media Group*
Lisa Stevenson *CXO Media Group*
Ed Prewitt *CXO Media Group*
Jon Surmacz *CXO Media Group*
Mark Brown *PC Advisor*
Betsy Bellar *IT World*
Doug Loyer *IT World*
Irma Kartina *IDG Executive Forums*
Jens Iversen *IDG Denmark*
Doug Detlefsen *Mac Publishing*
Susan Voelkel *Mac Publishing*
Eunice Seah *Computerworld Singapore*
Kathy Haan-Czako *IDC Benelux*
Jennifer Mack *IDG Communications*
Karen Chong *IDG Global Communications*
Alfredo Distefano *IDG Italy*
Katia Trespidi *IDG Italy*
Isa Müller *IDG Germany*
Greg Enright *IT World Canada*
Lai Ping Ho *IDG New Zealand*
Ludovica Bruno *IDC*
Mary Ann Daneke *IDC*
Michael Hennessey *IDC*
Jennifer Miranda *IDC*
Erin Traudt *IDC*
Dorothy Merullo *IDC*
Jun Pete Amolat *IDC*
Nicole Felker *IDC*
Gloria Aguinaga *IDC*
Lauren Abernathy *IDC*
Amy Bibace-Smith *IDC*
Aaron McPherson *IDC*
Amy Maldonado *IDC*
Jessica Goepfert *IDC*
Anna Toncheva *IDC*
Elizabeth Farrand *IDC*
Marc Pramuk *IDC*

1

Lynn Mason *Computerworld*
Cheryl Dudek *Computerworld*
Manju Deo *IDC Australia*
Ronald Ye *IDC China*
Shen Lin *IDC China*
Kathryn Jackson *PC Advisor*
Laura Blackwell *PC World*
Marianne Love *PC World*
Tan Hock Seng *Computerworld Malaysia*
Sophie Pietras *IDG Italy*
Hideo Ito *IDC Japan*
Takashi Miki *IDC Japan*
Patrick Ryan *IT World Canada*
Katy Burke *IDC U.K.*
Stefania Lorenz *IDC U.K.*
Brian Lambert *IDC*
Heather Honson *IDC*
Meghan Mizoras *IDC*
Mohsen Malaki *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Define IT!

Did you have a *cookie* for lunch or perhaps some *snake oil*? How did you spend your afternoon — *dithering* or *feathering*, perhaps? Is your *FQDN* on the *UPnP*?

Don't know what we're talking about? Make something up. The world of information technology is jam-packed with strange terms and confusing acronyms.

World Update invites you to add to the chaos by creating your very own humorous definitions for some of these words and letters. The latest phrase to define is:

bump mapping

A $50 American Express gift check awaits the author of the funniest fake definition. Send your entries to world_update@idg.com by Aug. 5.

celebrating 10!

Name
York von Heimburg

Home
Munich

Joined IDG
May 1992 as general manager of IDG MagazineVerlag GmbH (*PC-WELT* and *Macwelt*).

Current title
General manager, IDG Magazine Verlag GmbH and IDG Entertainment Verlag GmbH.

Most challenging part of your job
Convincing readers and advertisers that we are providing them with the best solution and the best quality product on the market. Also staying close to the staff to get the highest level of motivation possible, because the best team will be the winner.

Best part of your job
Creating a lot of stars in my company who will provide IDG with the best team and the best products and providing them with my experiences in publishing and general craziness.

Latest accomplishment
Staying on the budget all these years even in bad and tough times.

What's kept you at IDG for 10 years?
The great team I have, which is keeping me permanently excited about being in this business. Together we have created a business formula that has been tremendously successful and will continue to be in the future.

If you could change one thing about IDG, what would it be?
The endless discussions we have sometimes within IDG worldwide.

Best compliment you've ever received on your work?
"You are totally crazy!"

Best piece of advice you've ever received?
"If you don't do the plan you will be fired" — former IDG President Walter Boyd.

What's the most unusual thing that's ever happened to you at work?
During a meeting about the relaunch of *PC-WELT* in the early '90s there were not enough chairs in the room so I sat on the edge of a huge trash can. The discussion was so exciting that I didn't notice that at one point I disappeared into the trash!

Interests outside the office
Politics, some philosophy, sports, my kids.

While visiting Boston recently, ***York von Heimburg*** *(left) celebrated his 10th anniversary with the company during a dinner hosted by IDG Chairman* ***Pat McGovern****.*

Family
My wife Erika, and sons Fabian, 14; and Patrick, 11.

Most rewarding thing you've ever done?
In the office, my team and I have together won a lot of awards within IDG, almost one per year. Outside the office, my first book, *Winners and Losers* (1996), was a finalist in the international book award competition sponsored by Booz, Allen, Hamilton and *The New York Times*.

What ability do you wish you had that you don't have?
To be a relaxed and always nice guy.

Fantasy job
Be the organizer of the biggest exhibition in the world, located in Paris or New York, where people can experience an exciting era of history that comes alive with that era's theater, music, lifestyle, paintings, food and drink, work environment and more.

Last good deed
Our business units support an asylum house so that the children there (ages 4 to 14, mainly from Africa and the former Yugoslavia) can participate in sports, handicrafts, etc. on the weekend. We donate money monthly and our staff members sometimes visit during the Saturday sessions and summer parties. I think it is important to do something useful for these kids, and our work is hopefully a contribution to a better understanding of the nations of the world. IDG as a leading international company should stand for this vision.

Favorite destinations
Lake Garda (Italy), Bali and New York City.

Retirement dreams?
None at all!

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Antje Bütow *IDG Magazine Verlag*
Liz Gagliardi *IDC*
Sara Peterson *IDG HR*
Joanne Williamson *IDG Global Solutions*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

5 AUGUST 2002
VOLUME 32, NUMBER 26

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG's first virtual meeting crosses 10 time zones

Global Online Publishing Support Center hosts real-time presentations

As a trend-setting IT information services company IDG has had its share of "firsts," and July 16 proved to be yet another company milestone. On that day, the IDG Global Online Publishing Support Center (GoPSC) organized the first internal virtual meeting (VM1) in the company's history. Close to 100 attendees from Europe and the U.S. convened via Web conferencing to learn more about online revenue generation and return on investment.

VM1 was co-hosted by IDG Global Communications Vice President/Media Technology **Mark Houts**, who coordinates the GoPSC and is based in San Mateo, Calif., and GlobalComm consultant **Eduardo Beltrão** based in London. Part One of the meeting consisted of four presentations from employees representing *GameStar* in Germany, *Network World* and IDG.net in the U.S., and *PC Advisor* in the U.K., all of whom discussed new revenue-based online products and services they have instituted for users or advertisers. After a 10 -minute break, Part Two featured three presentations from outside speakers regarding online advertising and marketing and an overview by Network World Manager/Custom Media Solutions **Shaun Budka** on NW's Customer Ac-

continued on page 5

OLIVER DELL

*The PC Advisor and Macworld U.K. employees participating in VM1 used this photo as the introduction to PC Advisor's virtual presentation. "You look a little wooden!" said host **Mark Houts** from California when he welcomed the group, which elicited much laughter from London. "No, we're fully flexible and involved!" said PC Advisor Publisher **David Fernando**, which prompted even more laughs. Among those in attendance were (l-r): Fernando, PCA Online Producer **Liz Miller**, Macworld Extra Sales Director **Caroline Evans**. and Macworld Display Sales Executive **Neeley Casserly**.*

Missed VM1? Catch the replay!

To view the full recorded archive of the GoPSC Virtual Meeting:
1. Go to http://e-meetings.wcom.com/index.php3.
2. Under the Join Events section, click on Join a Net Conference.
3. Input the Net Conference/Meeting Number - P11624157.
4. Input the Conference/Meeting Passcode - IDG (All Caps). Make sure the Event Type is on Replay.
5. Enter your contact information and click proceed.
6. You will have to choose which media player you want to use to hear the replay (Realplayer or Microsoft Windows Media Player). If you have neither then you can download one. You will see a synchronized presentation of the audio and the slides.

As an alternative the individual PowerPoint presentations are available on the Global Online Publishing Support Center Web site: www.gopsc.com/.

IDG licensee sweeps first Philippine ICT Journalism Awards

Philippine
ICT

*Shown with their plaques and trophies are (from left): **Heinz Bulos**, editor, The Web Philippines; **Melba-Jean Valdez**, associate editor, Computerworld Philippines; **Alma Buelva**, former associate editor, Computerworld Philippines; **Rosary Grace Sarmiento**, reporter, Computerworld Philippines; **Jennifer Bagalawis-Simes**, reporter, Computerworld Philippines; **Jasmine Payo**, former staff writer, PC World Philippines; and **Mia Goloy**, editor, PC World Philippines. Not pictured are **Chin Wong**, former Computerworld Philippines editor; and **Jim Ayson**, Computerworld Philippines columnist.*

WS Computer Publishing Corp., IDG's licensee in the Philippines, shut out the competition in the first Philippine Information and Communication Technology (ICT) Journalism Awards held June 28. WSCPC's three publications – *Computerworld Philippines, PC World Philippines* and *The Web Philippines* – took home all 16 prizes that were handed out during the Awards Night held the RCBC Plaza Auditorium in Makati City, Metro Manila. A total of 193 entries were received.

Computerworld Philippines captured 11 of the awards, *The Web Philippines* won three, and *PC World Philippines* took home two.

A joint presentation of IBM and Microsoft, the awards were established to encourage Filipino ICT journalists to help popularize and humanize ICT, recognize ICT journalists who excel in their field and promote the development of online journalism.

The Awards Night was co-presented by ePLDT (the IT

continued on page 5

Eight titles compete in Japan's networking market

According to IDC, nearly 48% of Japan's population is connected to the Internet, making the market for networking publications a fertile one. *Network World Japan*'s local competition consists of the following:

Nikkei Communication, Nikkei Internet Technology, Nikkei Network, Nikkei Open System, Nikkei Net Business (all from Nikkei Business Publications)
ASCII Network Magazine (ASCII)
N+I Network Guide (Softbank Publishing)

Around the (Network) World

Network World, U.S., weekly
Network & Telecom, Belgium, monthly
World Telecom, Brazil, monthly
Network World Bulgaria, quarterly
Network World, Canada, fortnightly
China Network World, weekly
Reseaux & Telecoms, France, fortnightly
Network World Germany, fortnightly
Network World Italia, fortnightly
LAN Internetworking Magazine, Netherlands, monthly
Nettverk & Kommunikasjon, Norway, 10 x/year
NetWorld, Poland, monthly
Network World Romania, monthly
Sety, Russia, monthly
Network World SA, South Africa, monthly
Communicaciones World, Spain, monthly
Natverk & Kommunikation, Sweden, fortnightly
Network World Middle East, UAE, monthly

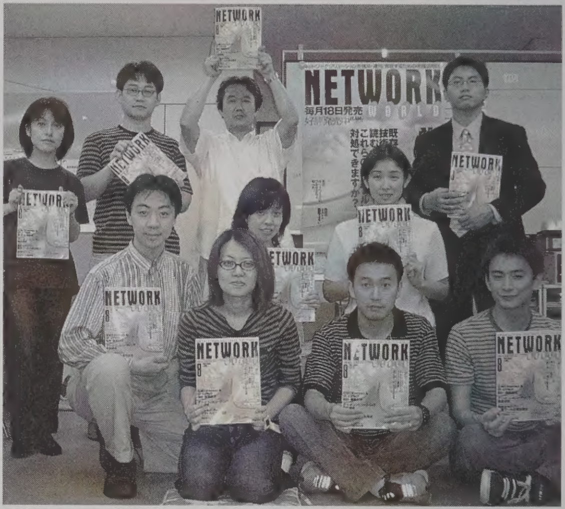
IDG Japan launches *Network World* title in crowded marke

Although it faces some stiff competition from seven other Japanese networking titles – five from Nikkei Business Publications alone — IDG Japan identified an unserved niche in the local IT market and launched its own entry — *Network World Japan* — in June.

"Most of our competition focuses on market trends or specific technical interpretations," said Editor-in-chief **Satoshi Yoshida**. "*Network World Japan* focuses on specialized information, such as how to build a network, provides case studies, tips and helpful problem-solving ideas for network administrators and engineers. Armchair theory will not help them; they need information based on practice."

The majority of each issue will contain original material, although Yoshida said there will be some reporting from its U.S.-based parent *Network World*. The premier issue featured articles such as "Designing and Building the Broadband Ethernet and IP-VPN," "Testing the Wireless LAN," and "The Large Voice and Data Integrated Systems Underlining the 2002 FIFA World Cup."

Fourteen months in development, with an editorial staff of 11, the monthly has a circulation of 40,000 and will be sold via subscription and on newsstands for 1,490 yen (US$12.50). *Network World Japan* participated in last month's Network+Interop 2002 Tokyo as a media sponsor; Yoshida served on the Best of Show Award selection committee.



NW Japan staff (back row, l-r): ***Yumi Hayatsu, Jiro Hirose****, Publisher* ***Naohito Kato, Koichi Inoue****. Middle row, l-r:* ***Kenshin Watanabe, Yumiko Uchimura, Kyoko Suzuki****. Front, l-r:* ***Maiko Takahashi****, Editor-in-chief* ***Satoshi Yoshida*** *and* ***Eiji Tsubota****.*

"With IT and network spending in Japan predicted to reach 7.9 trillion yen ($660 million) by 2005, according to IDC, *Network World* is well-positioned to become an indispensable resource for IT professionals looking for networking information needed to make decisions that improve efficiency and increase profit levels," said *Network World Japan* Publisher **Naohito Kato**.

For more information, contact Satoshi Yoshida at syoshida@idg.co.jp or go to www.idg.co.jp/nw/.

IDG's Iranian partner takes home gold in annual competition

IDG's Iranian licensee, Group of Scientific & Research Publications, which publishes an edition of *PC World* in conjunction with its monthly *Electronics & Computer* magazine, recently struck gold at the country's ninth annual Exhibition of Publications competition. The competition, held in conjunction with the annual Tehran International Book Fair, featured 600 publications, 212 of which competed against *Electronics & Computer* in the scientific and specialty field.

According to GSRP International Relations Associate **Manijeh Zareian**, the publication earned the top prize for its outstanding content, technical coverage, size of circulation, production quality and presentation at the exhibition.

Electronics & Computer was launched in 1977 and will publish its 300th issue in October. GSRP signed a license for *PC World* in October 1998. The magazine's circulation is approximately 7,700.

Some of the staff of IDG's Iranian licensee show off their prize. (L-R): ***Zahra Mirkhani****, reporter;* ***Zahra Vafaee****, subscriptions;* ***Abbas Rouzbahani****, technical manager;* ***Naser Khosravani****, executive advertising director,* ***Mina Mousavi****, executive secretary; and* ***Bahman BahmanDeji****, chief editor.*

For more information, contact Manijeh Zareian at zareian@gsrp-fair.com.

executive Q and A

Hugo Shong
The president of IDG Asia/China is this week's guest columnist. Reach him at hugo_shong@idg.com.

IDG China at-a-glance

Year established China Computerworld Publishing & Service Co. was established as a joint venture in 1980, the wholly owned IDG China Co., Ltd. was established in November 1989.

Locations Headquarters in Beijing with other offices in Shanghai and Shenzhen.

Number of employees Wholly owned operations 116, (including 42 at IDC China, which, while part of IDG China, reports to IDC Asia/Pacific), 872 for joint venture publications/events companies.

IT publications *China Computerworld, PC World China, China Network World, CEO & CIO, Digital Fortune, Digital Power, Telecom World, Electronic Engineering & Product World, Electronic Products China; Electronic Design and Application World; Computer Partner World, Youngsters' Computer Weekly.*

Events ComNet Shenzhen, COMDEX China, LinuxWorld China, Cosmo Show Shanghai

Recent accomplishment A new license with Primedia to publish *Telephony* for the Chinese market.

Q Could you briefly describe the Chinese IT publishing and events market and IDG's status within it?

A With the Chinese IT market growing at an average rate of 30% a year over the past five years, IT publications in China have also experienced rapid growth. IDG publications remain leaders in almost every category, but competition has heated up tremendously over the past few years. In addition to our traditional competitors from the U.S., such as the Ziff Davis titles, the government-owned daily newspapers with IT sections and do-it-yourself-type of magazines as well as television networks have become our major competitors for ad spending.

In China, the government is still very much involved in the publishing and trade show business. Foreign media companies cannot conduct publishing and tradeshow business in China with wholly owned operations, and the government tightly restricts permits for publishing and trade shows as well.

> *"Profitability of the events business as well as market research (IDC business) was up over that of the previous year."*

Q What are some aspects of the IT publishing business or events market that are unique to China?

A Foreign publishing and trade show companies must become adept at working with local joint venture partners as well as with various government agencies.

Q Are there any restrictions preventing foreign businesses from taking money out of China? To what extent does IDG reinvest profits back into its Chinese companies?

A Royalty payments can be sent out to the licensors with legitimate invoices and government approvals, while the dividends can be expatriated back to the foreign investors. IDG has chosen to reinvest its dividends in China because of the attractive investment opportunities existing in China in addition to the government's incentive to refund 40% income tax on dividends that are reinvested in China.

Q I recently read that IDG has been granted a particularly favorable publishing status. What does that involve?

A Yes, the Chinese government has granted a favorable publishing status to IDG for publishing more trade and consumer titles in China, in addition to giving the green light to our future plan to develop a Webcasting business in China as well.

Q What do you see as the biggest growth opportunities in the Chinese IT media industry?

A As the Chinese IT market becomes more sophisticated, the biggest growth opportunities in the Chinese IT media industry will be the more focused, topic-oriented offerings — publications and events. I also think subscription-based publications will have a better chance of being successful in the Chinese market. Chinese readers tend to take the subscription-based publications more seriously as they tend to think "free advice" has no value. Most of our publications in China are circulated primarily by subscription with a small number of controlled subscriptions. Two other areas that show great potential in the local market are bio-IT and the computer games market.

Q How has the diminished performance of the IT industry in the past year affected IDG China?

A Over the past nine months our publishing business in China, though still quite profitable, has seen a modest decline in total profit, but the forecasts for the next three months are very encouraging. Profitability of the events business as well as market research (IDC business) was up over that of the previous year.

Q What percentage of people in China use a computer either at home or at work? How are those numbers expected to rise in the next five years?

A China's PC installation was approximately 28 million in 2001; less than 3% of the Chinese people use computers at home or at work. However, IDC China is forecasting a compound annual growth rate in PC installations of around 23% for the next five years. China will be one of the world's largest IT markets by 2015.

Companies collaborate on IT training sites Down Under

Flexible Web technology available for other IDG units to customize

Two IT training sites run by IDG New Zealand and IDG Australia are proof positive that sharing can make something twice as nice.

The New Zealand-based site TeachMe.com (www.teachme.co.nz/) is a portal for information on IT education and training companies in New Zealand, but it was born across the Tasman Sea in Australia. In conjunction with a firm called Jobnet that runs one of that country's largest job boards, IDG Australia developed a site called EducateIT (www.educateit.com.au/) that went live via Jobnet in February 2000. However, according to **Mark Evans**, IDG New Zealand online business manager, they found that being reliant on Jobnet's technology was restrictive and making changes to the site was prohibitively expensive. Jobnet's technology was also "too expensive to move in-house and would have required expertise that IDG Australia didn't have," he said.

TEACHME

Call in the country managers. IDG Australia's **Don Kennedy** and IDG New Zealand's then-country manager **Martin Taylor** discussed jointly developing a new version of EducateIT. "In the end, they agreed that the technology should be developed in New Zealand and the expense shared between Australia and New Zealand," Evans said. Australia's EducateIT site was relaunched mid-2001 and TeachMe in New Zealand launched in February 2002.

TeachMe acts as a portal for IT training providers, courses, schedules and materials in New Zealand rather than a site for hosting the actual courses — "think of it as a search engine for courses," Evans said. However, he noted that a number of the course providers offer online courses and can provide a link to those courses from their TeachMe listings.

TeachMe's Web-based administration application lets course providers upload course, scheduling and pricing data to the site, as well as maintain the information about their company and training locations.

Evans said there about 1,000 courses currently listed on TeachMe, a number that is climbing — and trackable. "Every time a training company or course is viewed we track that," he said. "Likewise, we track when courses are added to short lists [course-information requests that TeachMe users send to providers], and how many requests are sent." He added that IDG New Zealand IS Manager **Kalman Bekesi**, who did much of the development of the site, is working on giving providers real-time reports on all activity related to their course listings, something that is currently done manually and sent to providers once a month.

Both TeachMe and EducateIT charge training providers for the course listings that they advertise on the sites. IDG Communications Pty. Ltd. CIO and Director **Ben Gerholt** said the Australian portal site is turning a profit, while Evans said TeachMe is still paying back its development costs. "However, the ongoing costs of running the site are relatively low, and the advertiser support so far has been quite encouraging. With the right marketing, TeachMe looks to be a good business model."

The site offers course providers the option to become Premier Partners. In exchange for an additional monthly fee, they can promote their company with their logo and a short description on the TeachMe home page. Providers can also pay extra to feature a particular course there. Evans said that Premier Provider and featured course descriptions are rotated, but the number of possible slots is restricted to provide "a scarcity value."

educateit
Australia's IT training gateway

"We are more than happy to talk with any IDG business units that might be interested in licensing the TeachMe technology," Evans continued. "Since it was developed so that it could be deployed by both Australia and New Zealand with a totally different look and feel and branding on each site, it is extremely flexible." The sites run on the open-source software platforms Linux and Apache and an open-source database called Interbase, all relatively inexpensive to deploy, according to Evans.

Evans said his group is currently planning a business-courses site using the TeachMe model. IDG New Zealand publishes a monthly business magazine called *Unlimited* that would give them a good marketing vehicle to promote a TeachMe spin-off to a business audience. "We have already had course providers asking us if and when we would be listing courses outside of IT," Evans said. "so we are reasonably confident of good advertiser support."

For more information contact Mark Evans at mark_evans@idg.co.nz or Ben Gerholt at ben_gerholt@idg.com.au.

TeachMe team gets an A+

The following IDG New Zealand employees lent their talents to the development of the TeachMe site:

Online Business Manager **Mark Evans**, IS Manager **Kalman Bekesi**, Web Development Manager **Bruce Buckman**, Analyst Programmer **James McNickel**, Analyst Programmer **Lai Ping Ho**, Web Designer **Mary Hatrick**, Online Campaign Director **Paul Foster-Nesbit**, Online Campaign Director **Kerry Dodds**, Online Support Coordinator **Edward Porter**, Online Support Contractor **Mark Busser**.

> *"We are more than happy to talk with any IDG business units that might be interested in licensing the TeachMe technology."*
>
> *- Mark Evans, online business manager, IDG New Zealand*

Week of August 5, 2002

Vice President, West Coast Regional Sales (CWI)
Computerworld is seeking a seasoned sales professional to lead its sales efforts on the West Coast. The individual in this position will be responsible for managing/mentoring a senior sales staff and contributing to all of the western regional sales efforts for Computerworld's expanding portfolio of products. Candidates must have a strong background in sales and marketing; demonstrated leadership and ability to develop and implement sales strategies; 5+ years of sales management experience with a proven track record of success selling a multitude of information technology products and web based services. Candidates must possess excellent communication skills and be adept in working in a fast paced, collaborative environment. Technology industry experience is essential. Moderate travel required. ***Location: San Mateo – CA***
Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Account Executive, Latin America (IDC)
The Account Executive, Latin America is responsible for maintaining and growing a million-dollar plus account base. The position requires 10-20% travel in the US and once a year to Latin America. Products and services to be sold include market intelligence reports and consulting services. Knowledge of the IT and Telecom industries is required. At least 4-6 years of previous sales experience is required. Spanish or Portuguese fluency is a must. Knowledge of Microsoft Windows, Excel, PowerPoint and Lotus Notes is preferred. MBA is preferred.
Location: Miami - FLA
Contact: Email: ijuhola@idc.com

U.S. Correspondent, Boston (NEW)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston news bureau. Wide-ranging responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus.
Location: Boston - MA; San Francisco - CA; West Coast
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Senior Director of Event Marketing (NWW)
The Senior Director of Event Marketing is a leadership position responsible for developing and implementing an integrated, strategic marketing plan for all Network World events and Executive Forums. This includes the management, direction and motivation of the event marketing team as well as overall responsibility of the marketing budget for all events and conferences. The successful candidate will be a self-directed leader with a positive attitude and team spirit. Must have the ability to mentor and direct senior team members in program development, project management, scheduling, budgeting and employee development. Exceptional organization and program management skills with a minimum of 8 years experience of effectively managing, motivating and developing a strong team of employees of all levels. A minimum of 5 years management of senior level managers is required. Frequent travel is critical.
Location: Southboro - MA
Contact: Elizabeth Price, Send resumes to: hotjobs@nww.com, Fax: (508) 490-6454

Go to http://careers.idg.com to view all current job opportunities at IDG

Online Indexer (PCW)
Are you a well-organized, detail-oriented person who is savvy about technology and has experience working in a library or newsroom? If so, consider applying for the newly created Online Indexer job at PC WORLD. This position--which combines duties of a copy editor and a librarian--was created to fill a need on the PC WORLD Website (www.pcworld.com). Content on this site is organized into several different indexes. One, for example, lists articles according to their subjects (see http://find.pcworld.com/30206 for an example). Another sorts them based on the products that are mentioned.
(see http://find.pcworld.com/30209). Other new indexes are in the works. The Online Indexer will categorize articles and other items as they are completed so that they will appear in the appropriate indexes. The ideal candidate is self-directed, motivated and can work with minimal supervision; has an interest in computer technology; and is comfortable using browser-based tools and standard desktop applications. A degree in Library or Information Studies--while not required--would be a definite plus.
Location: San Francisco – CA
Contact: Email: onlinejobs@pcworld.com

Marketing Communications Specialist (PCW)
The Marketing Communications Specialist will promote and enhance the awareness of PC World and PCWorld.com through public relations and marketing communications. In this hybrid PR and marcom role, responsibilities will include writing press releases, disseminating information to the media, establishing good media relationships, setting up interviews and other PR-related tasks, as well as the coordination of marketing collateral, trade shows, events, awards programs, and other marketing projects. The ideal candidate will have four years of PR and/or marketing experience. Excellent verbal and written communication skills; marketing collateral, press release or newsletter writing experience; and PC proficiency, including Powerpoint, required. Familiarity with the high-tech industry, publishing and/or market research preferred. Some travel will be required.
Location: San Francisco – CA
Contact: S. Wong, Fax: 415-267-4531, Phone: 415-978-3181, Email: sandy_wong@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Lessons learned

Mark Houts of the IDG Global Online Publishing Support Center came away with a list of observations after planning and hosting IDG's first internal virtual meeting.

Practice is important
VM1 organizers conducted a practice session for all presenters a few weeks before the event to be sure all the logistics were in order and the technical components worked smoothly. Houts and co-host **Eduardo Beltrão** spent considerable time talking to the presenters about content and pacing. Houts credited staff at IDC U.K., which has had much experience with Web conferencing for analyst presentations, for their helpful input.

Prepare the audience
Extra time should have been spent acquainting attendees with the Web conferencing features and interface so that there could have been less passive viewing. Inform presenters how they can chat with the audience to encourage more interactivity.

Regionalize
Making a live Web conference accessible to the entire world at one convenient time is impossible due to different time zones. Subsequent events should be done twice to accommodate more people: one for Europe and the East Coast of the U.S., for example, and another for the West Coast and Asia.

Virtual meeting

continued from page1

cess Management program that delivers qualified leads to advertisers with measureable ROI.

IDG Global Communications President **Jeff DeBalko** said his group was eager to test-drive a Web conferencing product internally. "IDG needs to explore new, cost-effective ways to leverage technology to share knowledge, information and best practices globally," he said. "This is especially important during these challenging economic times."

The content and "look and feel" of the virtual meeting was similar to the experience of being in a traditional conference room. VM1 used Placeware, WorldCom's conferencing software. Attendees telephoned WorldCom to access the audio and went to the conference URL to see the video portion. There were 52 people registered for VM1 — more than Houts expected — but numerous offices used a speakerphone and a presentation screen, which raised the total number of participants.

The presenters used Powerpoint slides, and some of them also did a walk-through on their Web sites, using a pointer tool to indicate particular sections of the site as they described it.

Attendees could look at a layout of the "auditorium" and see the names of the other participants. They could choose to sit in a certain row and send instant messages to someone sitting in that row or to the entire row. The audio portion was one-way during the presentations but two-way during the question-and-answer period. Attendees pressed "*1" on their phone to ask a question, and all attendees could hear the question and the response. As an additional way to create interactivity during the sessions, attendees responded to several different polls posed by the hosts and several presenters and could view the results seconds later.

Attendees gave VM1 high marks. "Mark Houts not only did a fantastic job of bringing together a global audience, but his attention to detail in executing a flawless program was second to none," said CXO Media Vice President/Online Sales **Lisa Brown**. "I honestly didn't have much confidence that it would work without the face-to-face component, but it really worked and felt very interactive."

"I thought the meeting was a great success for a first effort," said *PC Advisor* Web Developer **Oliver Dell**. "What I think the meeting lacks is the social time afterwards, and I don't just mean having a beer! In person you get a chance to ask one-on-one questions, which is something the virtual meeting can't do as well. And afterward, it's so much easier sending or receiving an e-mail from someone you have already met."

Houts concurred. "Virtual meetings can't replace face-to-face exchanges, but they do provide for a much higher potential for larger numbers of people to attend and interact over a longer period of time," he noted. Given the low cost of Web conferencing, he explained, groups such as IDG's Global Product Support Centers could consider having several Web meetings during the year to keep knowledge-sharing alive and, when budget numbers improve, supplement those with a traditional face-to-face gathering annually.

"There was a lot of interest from other business units in the U.K., Germany and other countries that want to use this technology for themselves," Houts added, noting that internal sales meetings and editorial workshops for remote correspondents could be just some of the uses for Web conferencing. "We'd like to use our experience to help them."

For more information contact Mark Houts at mark_houts@idg.com.

WS Computer Publishing at-a-glance

Established 1989
Became IDG's exclusive Philippine licensee 1990
Number of employees 70
Publications *Computerworld Philippines* (weekly) launched 1991
PC World Philippines (monthly) launched as PC Digest 1989, renamed *PC World Philippines* 1995
The Web Philippines (monthly) launched 1997

Philippine sweep

continued from page 1

company owned by the Philippine Long Distance Telephone Co.) and the Asian Institute of Journalism and Communication, which undertook the search for the outstanding ICT journalists for 2001. The ICT Journalism Awards program was open to all Filipino journalists regularly covering the ICT beat for the print media (including both mass-circulated newspapers and magazines, as well as trade publications) and online media.

Prizes were given to the first-, second- and third-place winners in the following categories: ICT Print Journalism - News; ICT Print Journalism - Features; ICT Online Journalism - News; ICT Online Journalism - Features; and ICT Print or Online - Column Writing.

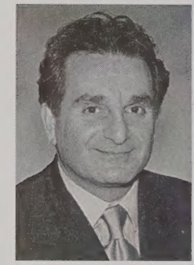
The 16th prize, the ICT Journalist of the Year Award, was presented to **Chin Wong**, former editor of *Computerworld Philippines*, who was voted by his ICT media peers as the best for 2001. Chin recently retired from his newspaper career to accept an offer to design and teach an IT journalism course at the Ateneo de Manila University, one of the top schools in the Philippines.

For details, contact Editor-in-chief **Ibarra (Bombing) Gutierrez** at bombing@wsgroup.com.ph.

noteworthy people

IDG WORLD UPDATE

Shah



Greco

New employees

Anil Hansjee joins London-based IDG Ventures Europe as a principal. He previously worked for JP Morgan Chase, UBS and most recently Bear Stearns, where he was a vice president in technology investment banking, focusing on software and IT services and established the Bear Stearns Euro Tech Investment Banking Group. Hansjee holds a B.S. with honors in artificial intelligence and computer science from Edinburgh University and an M.S. in finance from the London Business School. Outside the office he enjoys skiing, Cordon Bleu cooking and following the Chelsea Football Club.

Returning employees

After a stint as a news writer for the *Times of Central Asia* in Bishkek, Kyrgyzstan, and as a contributor to publications by the Institute of War and Peace Reporting, **Agam Shah** returns to the IDG News Service. He's traded his former Boston desk for the new copy editor seat in San Francisco. Agam holds an M.A. in journalism studies from the University of Wales in Cardiff, U.K.

Etc.

IDG World Expo President & CEO **Charlie Greco** is one of 16 Greater Boston tourism leaders appointed to the Massachusetts Lodging Association's Stamas Commission, which will advise the Massachusetts Convention Center Authority (MCCA) on its plans to market Boston's convention centers. The Stamas Commission is charged with making recommendations for the future of the new Marketing Sales Group, proposed recently by a special task force appointed by the MCCA. The Marketing Sales Group is intended to offer "one-stop-shopping" for meeting planners interested in holding events at the Hynes Convention Center or the new Boston Convention and Exposition Center, which is currently under construction.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Join Team IDG in the upcoming Boston Komen Race for the Cure

Once again IDG will be fielding a team in the Susan G. Komen Breast Cancer Foundation's Race for the Cure on Sunday, Sept. 8 at Daly Field in Watertown, Mass. Races are held throughout the U.S. to raise both money and awareness to fight breast cancer. Seventy-five percent of the money raised in the Boston race will be donated to Boston-area organizations fighting this disease; the remaining 25% will help fund breast cancer research and program grants through the Susan G. Komen Foundation.

The Susan G. Komen Breast Cancer Foundation RACE FOR THE CURE

Teams must consist of at least 10 members. To join Team IDG, you may register online at www.bostonraceforthecure.org. Here's how:

- Click on Enter the race.
- Click on National Registration, which will take you to Active.com's site.
- Click on Register now.
- Under Select a Category choose Team Registration.
- Select Team IDG from the drop down box.
- Complete the form.
- Download a copy of the pledge sheet from Pledge Information. All checks should be made out to Boston Komen Race for the Cure. Pledges should be collected prior to the race and brought with you on Sept. 8.

The entry fee remains at $15.00 with 100% of that money going to breast cancer research. Online registration closes Aug. 16 so be sure to register today! After you register, please send an e-mail to team captain **Susan Ciullo** at susan_ciullo@idg.com letting her know you've joined the team so she can be sure to have the correct number of t-shirts on hand and let you know where Team IDG will meet on race day.

Questions, contact Ciullo at susan_ciullo@idg.com. WU

IDG Framingham employees' generosity benefits local food drive

Families who are living in motels and awaiting permanent housing in Boston's Metro West area received some much-needed supplies thanks to the efforts of the IDG Charity Committee. Last month the committee conducted its annual food drive in June, and generous Framingham employees contributed two carloads of non-perishable food, toiletries and baby care items to SMOC/MetroWest Harvest.

In addition to the food drives, which in previous years have benefited a women's shelter and a teen shelter, the charity committee organizes numerous activities, including sponsoring a holiday Giving Tree, collecting back-to-school supplies for low-income children and donating books for an elementary school's book-swap program.

IDG WORLD UPDATE

The IDG Charity Committee's Food Drive team (l-r): Credit Analyst ***Cathy Garland****, Development Manager* ***Mike Hall****, Trademark Paralegal* ***Kerri Grenache****, Senior Administrator* ***Michelle Chase*** *and Applications Developer* ***Bushra Khalid****. Not pictured: Senior Credit Analyst* ***Lill Richard****.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Karl Heinz Zimmermann *IDG Germany*
Zvonimir Lepusa *IDG Germany*

23

Renate Giesen *IDG Germany*

20

Saiman Hui *IDG*
Averie Rosemark *IDG*

19

Mary Fanning *Network World*
George Sing *IDG Germany*

16

Chris Cuoco *CXO Media*

15

Roseann LaBruno *InfoWorld*
Reinelle Hicks *InfoWorld*

14

Marlene Tobias *PC World*
Esther Dijk *IDC Benelux*

13

Simon Salamon *IDC*
Eric Cormier *Network World*
Liesbeth Ruoff-van Welzen *IDC Benelux*
Gabriele Lange *IDG Germany*
Josef Gruber *IDG Germany*
Heinrich Vaske *IDG Germany*

11

Carol Johnstone *Mac Publishing*
Bobbie Cruse *Network World*
Tiziana Parma *IDG Italy*
Keith Henry *IDC U.K.*

10

Sally Hudson *IDC*

9

Miriam Wiley *IDG New Zealand*
Piper Fowler Sheer *Computerworld*

8

Sara Goessi *IDG New Zealand*
Jackeline Carvalho *IDG Brazil*

7

Ulla McGee *PC World*
Jeffrey Kuta *PC World*
Chris Koch *CXO Media*
Keith Kmetz *IDC*
Gemma Dietrich *IDC*
Christian Jahr *IDG Germany*

6

Melissa Gruber *PC World*
Rick Sandoval *Mac Publishing*
Joan Bonadeo *CXO Media*
Sandra Ng *IDC Singapore*
Andrea D'Amato *Network World*
Mieko Nishi *IDG Japan*
Hiroko Ito *IDG Japan*
Achim Schäfers *IDG Germany*
Rumi Nakano *IDC Japan*

5

Stephanie Roy *CXO Media*
Paul Brislen *IDG New Zealand*
Kevin Tutt *IDG New Zealand*
Christopher Dawe *IDC*
Peter Svendsen *IDG Denmark*
Michael Olesen *IDG Denmark*
Poul Hilbert *IDG Denmark*
Gerd Mittmann *IDG Germany*
Sokol Sokolov *IDG Bulgaria*

4

Kathleen Carr *CXO Media*
Gale Tedeschi *CXO Media*
Nancy Kuang *IDC China*
Karyn Williams *IDG Executive Forums*
Amy Mizoras *IDC*
Christina Casey *IDC*
Constance Raleigh *IDG*
Philip Hochmuth *Network World*
Bjørn Hemmingsen *IDG Denmark*
Rasika Versleijen-Pradhan *IDC Benelux*
Anne Kittel *IDG Switzerland*
Nina Osterwalder *IDG Switzerland*
Evelyn Loos *IDG Germany*
Andreas Perband *IDG Germany*
Jörg Spormann *IDG Germany*
Tara Welsh *IT World Canada*
Philip Fersht *IDC Australia*
Colin de Almeida *IDC U.K.*

3

Mary Zones *PC World*
Kalpana Narayanamurthi *PC World*
Soo-Kyun Kim *IDC Korea*
Alan Rosen *IDC*
Piper Ting *IDC*
Cort Isernhagen *IDC*
Donna Monahan *IDC*
Hoang Nguyen *IDC*
Robert Rosenthal *IDC*
Laurie Parsons *IDG*
Susan Murphy *IDG*
Jonathan Evans *Macworld U.K.*
Mária Piller *IDG Hungary*
Peer Jensen *IDG Denmark*
Kouichi Hamada *IDG Japan*
Annabel How *Computerworld Singapore*
Gilles Steinmann *IDG Switzerland*
Katja Kleffmann *IDG Germany*
Mike Hartmann *IDG Germany*
Christopher Jakob *IDG Germany*
Thomas Rieske *IDG Germany*
Sandra Edwards *IT World Canada*
Isa Korn *IDC U.K.*

2

Tom Pena *PC World*
Lori Piscatelli *CXO Media*
Maureen Welsh *CXO Media*
Gary Hong *IDC Singapore*
Michael Giam *IDC Singapore*
Florence Gan *IDC Singapore*
Ivy Lok *IDC Hong Kong*
Jane Chesher *IDC Australia*
Natasha David *IDC Australia*
Milly Xiang *IDC China*
Nathan Midler *IDC China*
Calvin Kim *IDC Korea*
Mark Broatch *IDG New Zealand*
Mary Hatrick *IDG New Zealand*
Peter Vopalecky *IDG Czech*
Nancy Petkunas *Network World*
Richard Porte *IDG Global Solutions*
Colwyn Munro *IDG Global Solutions*
Corinne Kalinowski *ITworld.com*
Rikke Sternberg *IDG Denmark*
Helen Siegumfeldt *IDG Denmark*
Micael Baerens *IDG Denmark*
Tomaoko Sato *IDG Japan*
Mieko Mori *IDG Japan*
Yuki Fujiwara *IDG Japan*
Stephanie Lim *Computerworld Singapore*
Elena Bytsjichina *IDC Benelux*
Margaret Hoope *IDC Benelux*
Catherine Boujnoch *IDG Switzerland*
Lise Dellazizzo *IDC Canada*
Jan Duffy *IDC Canada*
Coin Reay *IDC Canada*
Jitka Husakova *IDC CEMA*
Leonardo Flório *IDG Brazil*
Edgar Ghorayeb *IDG Brazil*
Gillian Law *IDG News Service*
Silvia Elena de Oliveira *IDC Brazil*
Helen Rolle *IDG Germany*
Petra Gryga *IDG Germany*
Markus Pilzweger *IDG Germany*
Hiroko Nara *IDC Japan*
Kumi Tanaka *IDC Japan*
Phil Almeida *IT World Canada*
Richard Zorzit *IT World Canada*

1

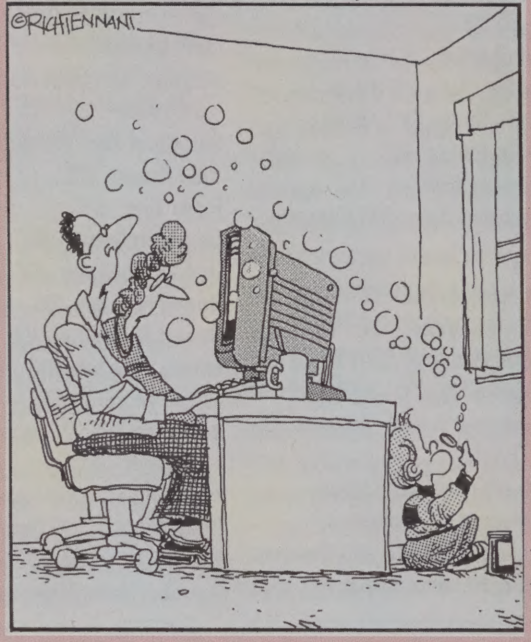
Kelly Dix *IDG New Zealand*
Christopher Burgelin *IDC*
Christopher Boone *IDC*
Allan Carey *IDC*
Andrew Devine *IDC*
Alexander Weis *IDC*
Casey Hall *IDC*
Sterling Perrin *IDC*
Stacy Simler *IDC*
Filomena Cherta *IDC*
Meta Haase *IDC*
Helen Jeal *IDG U.K.*
Casper Thomsen *IDG Denmark*
Jørgen Stein Sandal *IDG Denmark*
Søren Aaes *IDG Denmark*
Jorge Ramirez *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Stu Needels** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG* sport safes.

The 5th Wave By Rich Tennant



"Jiminy, Harriet! We are watching the formation of the next Internet bubble!"
Stu Needels *IDG IS*

Honorable mentions

"...man! Those folks at lawrencewelk.com are good!"
Kevin Cronin *ITWorld.com*

"Is it just me, Irene, or are these pop-ups getting out of control?"
Ted Samson *InfoWorld*

"Honey, are you sure you removed all the bubble wrap?"
Elsa Opitz *IDC U.K.*

"Who said the Internet bubble burst?"
Jim Falanga *IDG Credit*

"Honey, I think the Web Washer software is doing its thing!"
Colin de Almeida *IDC U.K.*

"Thank God! The IT bubble hasn't burst yet."
Thomas Gunni Pedersen *IDG Denmark*

"It's amazing, Gladys! This Lawrence Welk Web site is just like the real thing!"
Lynn Mueting IDG Games Media Group

"Honey, I think you accidentally accessed Lawrence Welk's Web site!"
Joe Bekas *IDC*

Rich Tennant's original caption:
"I have to say I'm really impressed with the interactivity on this car wash Web site."

Send your caldendar photos by Sept. 13!

Don't miss your chance to be part of the 19th annual IDG Employee Photo Calendar Contest! First, second and third prize winners will receive $250, $150 and $100, respectively. Here's how to enter:

- Submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper. Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos. NOTE: Photos will not be returned.
- Entries must be received no later than **Sept. 13**. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. Questions? Send an e-mail to world_update@idg.com.

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

Define IT

ITworld.com's **Kevin Cronin** submitted this month's winning wacky definition for "bump mapping":

> "The process, while in complete darkness, for determing the layout of hardware in a server room (watch out for cooling fans)."

Cronin will receive a $50 American Express gift check.

Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

triple supertwist

Send your entries to world_update@idg.com by **Sept. 17**.

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Bombing Gutierrez WS Computer Publishing Corp.
Kimiko Niwa *IDG Japan*
Manijeh Zareian *Group of Scientific & Research Publications*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

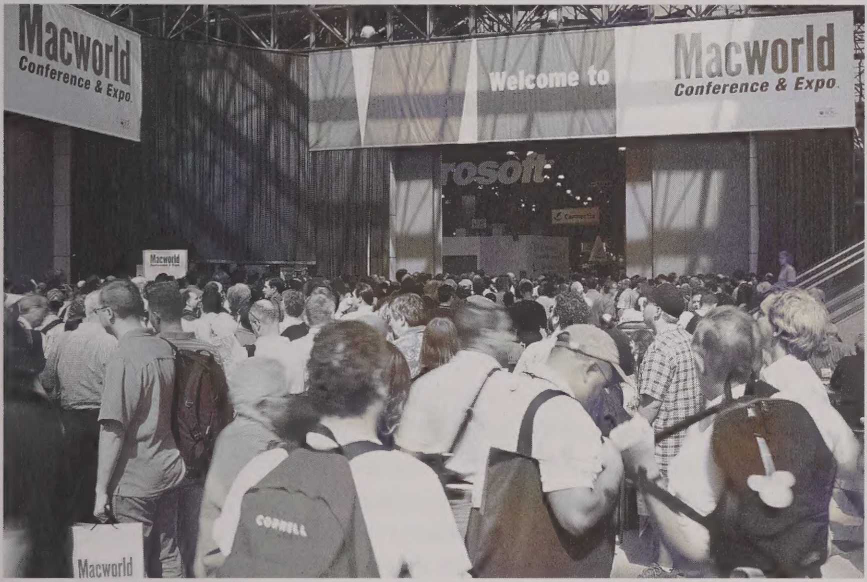
19 AUGUST 2002
VOLUME 32, NUMBER 27

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Mac fans turn out in force for Macworld Conference & Expo

They represent a diverse universe — from educators to graphic artists, filmmakers to magicians, young students to retired professionals — with a common passion: any and all things Mac. And last month, the world's largest semi-annual celebration of the object of their affection — Macworld Conference & Expo — drew more than 58,000 of the faithful to the Jacob K. Javits Center in New York.



More than 58,000 loyal Mac fans crowded New York's Jacob Javits Center last month for the city's largest technology event. Bucking the trend among most IT trade shows, which are experiencing attendee drop-off rates of 25% to 30%, Macworld Conference & Expo attendance was down only 9% over last year.

Despite the difficult economy Macworld Conference & Expo boasted a retention rate far better than that of most other IT shows. "As New York City's largest technology event, Macworld stands out as a bright light in an otherwise dim industry. The Comdexes and TechXes of the world have been dropping off by 25% to 30%," said **Charlie Greco**, IDG World Expo president and CEO, "but for us, the drop-off this year was only 9%. Proportionate to market share, we are way ahead."

The Mac OS has only a 2.4% share of the market, noted Greco, yet Macworld Conference & Expo attracts crowds equal to or greater than those at more broad-based events. Greco attributed this achievement to the show's tight focus and the attendees' abiding loyalty. "People come to Macworld because they already have a strong interest in the Mac and related products — and they know they won't be

continued on page 5

CIO France debut brings product line count to 14

CIO dans une collectivité locale

CIO

STRATEGIE & TECHNOLOGIE

ETIQUETTE
Apprivoisez votre comité de direction

FUSION
L'EAI intègre Usinor dans Arcelor

PILOTER LES QUATRE CHANTIERS DE LA SECURITE

CIO France debuts as a quarterly publication. By purposely limiting the number of ad pages, the publication seeks to create a climate of exclusivity.

With the launch of *CIO France* in June, IDG's *CIO* product line now numbers 14 titles that extend to Australia, Canada, China, Germany, Japan, New Zealand, Norway, Poland, Singapore, South Korea, Sweden, Taiwan and the U.S.

Editor **Philippe Rose** describes the new publication as "unpretentious on criteria such as frequency (quarterly) and circulation (10,000) but ambitious in terms of content quality and on reader qualification." *CIO France*'s mission is to provide the targeted audience of high-level IT decision makers with concrete examples of how to better anticipate how IT can improve the functioning of their company, better optimize projects, more efficiently manage their careers and facilitate relations both outside and inside their companies.

IDG France has been preparing for a *CIO* launch for two years. It established a *CIO* section, which has emerged as a strong brand, in *Le Monde Informatique*, the French equivalent of *Computerworld*. In addition, the annual LMI Awards, which honor outstanding IT projects, are presented to the winning companies' CEOs and CIOs.

CIO France offers a mix of 70% to 75% local content supplemented by content from *CIO* U.S. and *CIO Germany* that's been translated and adapted for a French perspective.

The 108-page folio includes a purposely limited number of ad pages – 22 for each of the first two issues – to create a climate of exclusivity. IBM, Microsoft, Novell, Oracle, Sun and Symantec filled all available ad slots for the June and September issues. "In a depressed and deflationary market we

continued on page 6

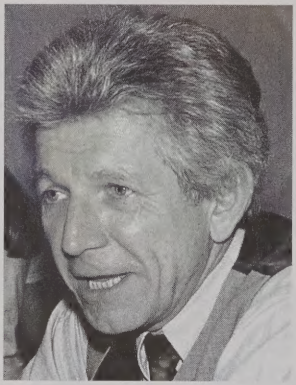
in brief newsworthy

Manfred Weiss returns to head up publishing effort in Austria

IDG's Austrian publications have a familiar face at the helm once again. Last month, **Manfred Weiss**, who originally joined IDG Austria as general manager in February 1986 and stepped down in September 2000, agreed to purchase all shares in IDG Austria and to take over management of the company effective immediately. Weiss and IDG reached agreement to continue operations of the company under a license agreement giving the company, which is being renamed IT-Verlag Ges.mbH, full access to IDG's worldwide editorial content, sales network and publishing resources.

The company will continue to publish the 16-year-old market-leading weekly *Computerwelt* and the monthly *Computer Partner* for the Austrian reseller community, as well as CW Online, a daily online news service for the Austrian IT community.

"We are delighted to have full control of the IDG titles in Austria in the hands of the most experienced IT publishing professional in the country," said **David Hill**, president and CEO of IDG International Publishing Services. "Local expertise is the key to serving the information needs of the IT community."



Weiss

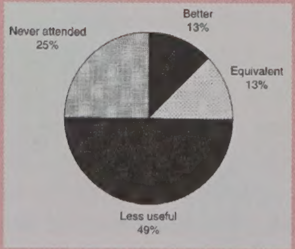
"I am very happy to be back with IDG and to have the opportunity to manage this operation," said Weiss, while acknowledging that he rejoins the company at a challenging period. "My top priorities in the coming months will be to solve the cash problems, re-energize the staff, bolster the image of our publications and convince our customers that we are firmly on the road to success," Weiss said.

Austria, with an estimated population of 8.15 million (CIA World Fact Book, July 2001), has an installed base of 2.3 million PCs, 3.3 million Internet users and an IT market valued at $6.5 to $7 billion, Weiss said.

For more information, contact Manfred Weiss at mweiss@cmcom.at.

Question of the Week:

Have you ever attended a virtual meeting and if so, how would you rate the experience?

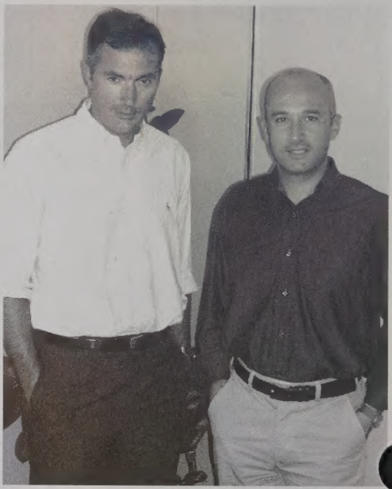


Employees responding to the Aug. 5 Question of the Week on IDG World Update Online appear to still need some convincing (or a chance to attend!) when it comes to the value of virtual meetings vs. face-to-face. Be sure to visit www.idgworldupdate.com to weigh in on this week's question (see page 4).

IDG Italy Town Meeting conferences find eager audience, willing sponsors

Focusing on the hottest segments of the information and communication technology (ICT) arena, and providing exclusive research on those areas, have been the keys to success for the fast-growing line of profitable *Computerworld Italia* and *Network World Italia* Town Meeting conferences.

The IDG Italy publications teamed up again in June for their third successful event, "The Future of IT Expenses in Small-to-Medium-Size Enterprises (SME)." More than 150 ICT managers and executives from SME companies attended the day-long event in Milan, which featured nine outside experts on the podium, as well as event chairman and *Computerworld Italia* Editor-in-chief **Paolo Lombardi**.



*IDG Italy Publisher **Sergio Rizzi** (left) and Marketing Director **Enrico Pedroni** have six more events planned beginning in December.*

The number of sponsors for these free events is growing steadily, from three in December to eight (Formula, SchlumbergerSema, Ros, JD Edwards, AMD, Nikelogica, Four Solutions and SAP) at the latest event. IDG Italy Publisher **Sergio Rizzi** said that the SME companies represent a hot market for ICT firms, which are willing to pay big sponsorship fees to get face to face with this audience. IDG Italy entered into a partnership with the country's SME association for the event; in lieu of revenue, the Town Meeting gained increased visibility and credibility through the association's involvement. During the meeting, the association sponsored a hospitality event for its members.

In addition, *CW Italia* published a supplement right before the conference that focused on enterprise resource planning and supply chain management in the SME market, which are two areas likely to consume large portions of the budgets of SME companies. The research from those articles was presented at the conference, continuing the Town Meeting's tradition of aligning exclusive editorial content with conference topics.

Rizzi said IDG Italy wants to involve more public associations in future Town Meetings to increase the number and quality of attendees. Six more events are being planned beginning in December. Two of those will be custom events that are commissioned by a client, for which IDG Italy will arrange the content and speakers.

For details contact Sergio Rizzi at sergio_rizzi@idg.it or IDG Italy Marketing Director **Enrico Pedroni** at enrico_pedroni@idg.it.

executive Q and A

Charlie Greco
The president & CEO of IDG World Expo is this week's guest columnist. Reach him at charlie_greco@idg.com.

IDG World Expo at-a-glance

Location Framingham, Mass.

Number of employees 49

Web site
www.idgworldexpo.com

Events
- Macworld Conference & Expo (July 15-19, New York)
- LinuxWorld Conference & Expo (Aug. 12-15, San Francisco)
- BioITWorld Conference & Expo (Nov. 12-14, San Diego)
- COMNET (Jan. 27-30, 2003, Washington, D.C.)

Most recent accomplishments We have successfully implemented a graduated license fee for our service contractors, which will make a significant contribution to our profits.

We have also established our own attendee housing services, which we anticipate will make a significant contribution to our bottom line.

In March, we launched BioITWorld Conference and Expo in Boston at a time when few new events were being introduced. It was so well-received that we are repeating the show in San Diego in November.

Q **How does the next fiscal year look for an improvement in the U.S. IT trade show business in general and for IDG World Expo in particular?**

A The trade show industry in general — and the tech trade show industry in particular — has suffered greatly over the past 12 months. Ironically, our industry's economic slump has only been in effect for the past year, while other market segments have had tough times beginning earlier and, I'm afraid, lasting longer. In other words, our business was impacted later but will recover sooner. I expect next fiscal year to be a much better one for IDG World Expo. The market will have settled down, and opportunities are already beginning to present themselves.

Q **Why did IDG World Expo decide to get into the business of booking attendees' hotel rooms?**

A When a recession hits, one looks for new revenue-generating engines to compensate for slower revenue performance in traditional areas. We looked very closely at our events and decided that there were some business activities that perhaps in better times would go by the boards. In tougher times, these activities can prove essential to maintaining profitability. Providing our own attendee housing services is a perfect example. The housing business is very profitable, and until recently, we used outside contractors to perform those services on a shared revenue basis. Now, IDG World Expo has taken these services in-house, and we benefit greatly by keeping revenues generated by housing tens of thousands of attendees.

Q **What is the outlook for the next BioITWorld Conference & Expo?**

A We are very excited about the future prospects of BioITWorld Conference & Expo, especially since the event was a great success in Boston this past March. As you can imagine, the current economic climate would dictate that it would be nearly impossible to launch events successfully. Many of our competitors are near financial ruin just trying to sustain their ongoing business. Once again, IDG bucked a significant trend when it successfully launched a publication, a new research program at IDC and a trade show in the bio-IT market. Frankly, IDG is the only company that can get away with bold initiatives like this — simply because of the organization's breadth and depth and our ability to leverage each other's resources. The second BioITWorld event was originally slated for the Moscone Center in San Francisco in August, but we moved it to the San Diego Convention Center in November. This was done after exhibitor consultations, attendee surveys and focus groups indicated that San Diego was better suited for a bio-IT event due to the close proximity of bio-IT companies, laboratories, universities and associations.

Q **A while ago there were some indications that IDG World Expo was going to open an office in Europe. What is the latest on those plans?**

A We are currently laying the groundwork for IDG World Expo/U.S. to expand into the European market. Our strategy is to transport our successful U.S. event brands to Europe, and we hope to have an operation up and running very soon so we can produce one or maybe even two events in Europe in fiscal year 2003. IDG World Expo/Europa will be based in London and will produce shows in a number of European countries.

Q **I understand that IDG World Expo has changed its plans to serve — in conjunction with an outside firm — as the exclusive source of labor for exhibitor booth installation and dismantling at its events. Why did plans change?**

A In actuality we have not changed our plans to enter into the installation and dismantle (I&D) business at IDG World Expo events. We have decided not to offer these services on an exclusive basis. We are in negotiations with one of the country's largest I&D houses to partner with us to provide these exhibitor services on a "preferred," but non-exclusive basis. In conjunction with that partnership, IDG World Expo introduced the first-ever graduated license fee structure for I&D houses servicing our shows. The bottom line is that exhibitors will either come through our partnership for I&D services, or they may opt to use another service provider. If they choose to use another service provider, the provider will need to pay IDG World Expo a license fee based on the size of the exhibitor's booth.

Q **What new events are you considering?**

A We are researching a number of new event launches for fiscal 2003. We have just announced the June debut of a security event called Integrated Security Conference & Expo. Also on the radar screen for possible '03 launches are a storage event, a medical event and even an event or two that go beyond traditional and emerging IT. Of course, we should be well under way in Europe as well with launches of Macworld Conference & Expo and LinuxWorld Conference & Expo.

IDC U.K. courts PR community to build business

IDC U.K. hosted a half-day briefing for PR agencies last month — an unprecedented event for IT market research firms in the region — that has since garnered the company numerous leads for new business.

The dual goals of the briefing were to provide a forum to present the analyst relations perspective and how the agencies can gain IDC analyst attention and to discuss new and innovative ways of working with IDC on behalf of their clients.

INFORMATION
IDC
Analyze the Future

(L-R): European Services Group Director ***Marianne Kolding****, IDC U.K. Director of Consulting* ***Richard Robinson*** *and IDC U.K. Country Manager* ***Lucy Chaudhuri.***

IDC U.K. Country Manager **Lucy Chaudhuri** welcomed the more than 65 people representing 35 different PR companies and high-level IDC staff and presented an overview of IDC. Next, **Marianne Kolding**, director of the European Services Group discussed "Making the Most of Analyst Relations," highlighting the most expedient ways PR firms can reach the analysts, brief them on new companies and products, and build the best relationships for their clients. Kolding emphasized that IDC does not countenance "pay for praise," stressing that IDC's reputation for impartiality is one of the primary ways it differentiates itself in the market.

Drawing on case studies (see sidebar at left), IDC U.K. Director of Consulting **Richard Robinson** highlighted recent examples of how IDC has successfully worked with PR companies on behalf of their clients. He illustrated how IDC solutions have fulfilled both the PR companies' requirements for headline-grabbing newsbites and the client's requirement to enhance and build their image, especially in the elusive business press. He showed several examples of the return on investment many clients have experienced by using an IDC solution. One client, for example, said the press coverage received from an IDC white paper was equivalent to spending 10 times the cost of the paper on advertising. An agency reported that using a white paper as part of a marketing campaign led directly to the client being invited to bid on a $1.5 million contract, which they eventually won.

One client, for example, said the press coverage received from an IDC white paper was equivalent to spending 10 times the cost of the paper on advertising.

Attendees offered overwhelmingly positive feedback on the event with most of them asking IDC to repeat this briefing at least twice a year. Comments included "helped me understand how analysts work and how I can use this with clients," "gave me a much better understanding of working with IDC," "you're the first analyst house to do this" and "really useful — particularly on how to find the right analyst and maintain the relationship."

Since the briefing, IDC U.K. has had several follow-up meetings with PR companies to discuss new opportunities for projects with their clients, a clear indication that IDC can leverage this type of event for more business.

The IDC employees who attended were very positive about the day and felt this was a great way to increase the business that they do with and through PR agencies, Robinson noted.

For further information about this event, contact Lucy Chaudhuri at lchaudhuri@idc.com.

WU

An IDC white paper case study

Challenge

Educate and convince the telecom industry that BT Wholesale offers the comprehensive network products, services and solutions that telecom operators need to build their business.

Strategy

To drive interest in the market, a hard-edged issue was needed to build an effective PR campaign around. As telecom fraud is felt to have begun to blight the industry, the agency decided to use educational and market intelligence-led research to expose this threat and chose to partner with IDC.

Solution

IDC produced a white paper, *Telecom Fraud – Are you losing out?*, looking at the nature and extent of telecom fraud and highlighting how telecom operators were losing revenue. This was then issued to the press and formed the backbone of the agency's marketing campaign.

Taking the messages to market

PR

Key findings of the white paper were issued to the media as a press release. Material from the white paper was also used as content for several bylined articles in the trade press. Significant coverage in the business press was achieved.

Speaking opportunities

The press coverage and white paper were used to secure speaker slots at key industry events.

Direct mail

The white paper was used for a mailing campaign to BT Wholesale's top 250 customers.

Telemarketing

Follow-up to the direct mail campaign used facts and figures from the white paper and respondents were offered a free copy of the paper.

Education

The white paper has been used as content in a series of customer seminars hosted by BT Wholesale.

Question of the Week

Be sure to visit IDG World Update Online (www.idgworldupdate.com) and answer this week's question: Would you avoid flying on Sept. 11 if you had to travel that week? Check the site to see what your colleagues think.

Week of August 19, 2002

Marketing Director, Publications (CWI)

Computerworld is seeking a talented marketing professional to implement and manage marketing programs for its print publications which include the weekly newspaper and a variety of custom published pieces. The individual in this role will be responsible for sales tools and advertiser-focused marketing. Candidates should have superior writing skills, technology marketing experience and a firm understanding of media research. This role will also require the ability to work collaboratively on projects that leverage all of Computerworld's assets. Candidates should have 5+ years of media marketing experience, exceptional marketing instincts, attention to detail as well as prior experience managing a department. ***Location: Framingham - MA***

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

Ad Sales Associate (CXO)

CXO Media is looking for a high energy individual to provide sales support to our CSO Magazine sales team. Based in Framingham, this individual will support the Publisher and a Regional Sales Director. Responsibilities include: customer contact and follow-up on behalf of the sales team, lead generation through routine web and printed media research, and heavy agency/vendor contact to assist with monthly magazine closings and collection of insertion orders. This position is also responsible for travel arrangements, meeting coordination, database maintenance, typing of general correspondence, proposals, and RFP's. Ideal candidates will have a customer service orientation, strong writing skills, PC computer experience, familiarity with Microsoft Word, Excel, PowerPoint, and a minimum of 2-3 years business experience. ***Location: Framingham – MA***

Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

National Online Sales Director (ICI)

IDG Communications is seeking a seasoned, energetic and experienced online sales director to manage IDG's top domestic customers and their agencies. Candidates should be customer centric, solutions focused, articulate, and possess multi-tasking skills with the proven ability to creatively sell IDG's domestic on-line portfolio to drive enhanced IDG revenue and profits. The candidate will handle multiple online products, including ad sales, newsletters, sponsorships, and webcasts, and will manage, develop and motivate a team of sales associates to the next level of strategic account relationship selling. Requires 5+ years of media sales experience, including strong on-line sales experience, solid knowledge of the IT and online industries, and proven managerial skills. Senior level agency account side experience an added plus. Will report to the President. ***Location: Framingham – MA***

Contact: S. Murphy, Fax: 650-312-0668, Email: sue_murphy@idg.com

Vice President, Technology Marketing Advisory Research (IDC)

IDC, the global leader in advisory research on technology and buyer trends, seeks a dynamic enterprise builder to serve as the vice president of a new research team that will provide Chief Marketing Officers and their teams actionable advice and research that will improve their company's opportunities for success. Combining the active commitment of IDC's executive leadership, IDC's global leadership in the IT advisory market information, world class methodologies, and 38 year history of penetrating new markets using start up units, this new venture is well positioned to succeed. This leadership position will be responsible for the development and execution of the unit's strategic plan and management of its marketing and research operations as well as working with the IDC sales force. The successful candidate will have a proven track record of building and deploying successful marketing programs spanning many aspects of marketing. Experience with marketing best practices and a desire to improve the state of the art in information technology marketing is required. ***Location: Framingham – MA***

Contact: S. Brown, Fax: 508-935-4600, Email: susan_brown@idg.com

(cont.)

Client Partner Manager (IDC)

IDC Go-to-Market Services team is looking for a Client Partner Manager to build business with our major accounts in the marketing, channel, and sales areas. While some travel is required, a proven record of developing and closing business over the phone and within major accounts is required. This is first and foremost a sales position, however the ideal candidate also has the requisite experience to be a marketing consultant to our customers--integrating the range of content and service offerings that IDC and its partners have to offer into innovative packages that will help clients drive leads, build relationships and gain industry visibility. These solutions are comprised of a wide range of offerings including on-line and print content, analyst appearances and consulting sessions and full scale events. General marketing experience is required. Experience in lead generation, audience development, and web marketing, and industry analyst firm offerings highly desirable. This position often requires team selling with other US and non-US sales teams. Global selling experience is a plus. ***Location: Framingham – MA***

Contact: E. Cole, Fax: 508-935-4432, Email: ecole@idc.com

Sr. Writer (IFW)

InfoWorld Media Group has an opportunity for a reporter with at least three years experience covering enterprise software technology. Based in San Francisco, the position will focus specifically on application development trends, databases and vendors such as Microsoft, Sun and Oracle. Previous reporting experience on these vendors is essential, as is a deep understanding of the technologies and trends around Web services.

Location: San Francisco - CA

Contact: Email: mark_jones@infoworld.com

Senior Domino/Web Developer (IPS)

IDG International Publishing Services is seeking an application developer with extensive skills and experience in Domino and Domino-based web development. The person in this position will be responsible for optimizing internal workflow applications, adding new features and services to numerous existing intranet and public websites, and developing wholly new sites and services. They will also take the technical lead in recasting delivery of IDG News Service content as a web service. The ideal candidate will be fluent in R5 Lotuscript and HTML, have a good hands-on knowledge of DHTML, CSS and Java, and be primed to dig into UDDI, WSDL, SOAP and XML.

Location: Boston – MA

Contact: Morris Effron, Email: morris_effron@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Macworld mulls move back to Boston

Macworld Conference & Expo moved to New York five years ago after it outgrew Boston's World Trade Center and was forced to expand to a second venue, the Bayside Exposition Center, located several miles away. IDG World Expo President & CEO **Charlie Greco** confirmed that he has already spoken informally with Boston Mayor Thomas Menino and is scheduled to meet with him later this month to negotiate in earnest. "Our main reason for considering leaving New York is cost: cost to the exhibitors, cost to show management and cost to attendees," he said. "New York had already established itself as the No. 1 most expensive place to produce and attend a tradeshow, and then, just two weeks before Macworld Expo, the Javits Center announced huge cost increases across the board — making it outrageously expensive to stay."

A meeting of the Macs

Representatives from *Macworld* magazines in Australia, France, Germany, Italy, the U.S. and the U.K. held an informal product line meeting during Macworld Conference & Expo. According to **Simon Jary**, editor-in-chief of *Macworld U.K.*, who chaired the meeting, the primary focus of the discussion was sharing strategies for converting readers to Mac OS X, Apple's newest version of its operating system. Given that Apple and its developers are moving their hardware and software to the new OS, Jary said it is vital that *Macworld* — and its readers — move with them. He said *Macworld U.K.* is following the lead of its U.S. sister publication in producing a special Mac OS X users' guide that will be sold separately on newsstands. *Macworld U.K.* will also produce a series of Mac OS X seminars, the first of which is being held in London on Sept. 11 and will be chaired by bestselling Mac author David Pogue.

Macworld Expo

continued from page 1

disappointed."

Among the myriad product announcements — which included a flurry of announcements from keynote speaker Apple Computer CEO Steve Jobs — surfaced news that Macworld Expo might be recasting its bright light on Boston, the city of its birth 18 years ago. "The city couldn't handle us before," Greco said in a recent interview with *The Boston Globe*. "Now, with the new convention center coming in, and us being frankly a local company…it gives us a chance to get the show back housed and rooted in the city." (See sidebar, this page.)

1400
1300
Macworld

If Boston Mayor Tom Menino and the Massachusetts Convention Center Authority provide the right incentives, these crowds could be headed for Boston in the near future.

Macworld's conference program, which attracted thousands of attendees, featured a mix of educational sessions, in-depth workshops, hands-on labs and interactive discussions all led by leading Mac experts. Particularly popular was a special feature presentation by author and *New York Times* columnist David Pogue entitled "The Road to Mac OS XX," which took the 1,000-member audience on a journey through time to suggest what the Mac OS might look and act like in the future.

Four of five all-new Hands-on MacLabs were sold out. Attendees brought their own laptops to the half-day sessions and followed along with the instructors, who explored such popular topics as Flash 5 ActionScript, DVD StudioPro, Mac OS X, PDF and Final Cut Pro 1.

All in all, it was an enthusiastic crowd, noted Greco. "Exhibitors seemed extremely happy, and attendees seemed to be in a buying mood. I saw wallets opening up all over the floor. It's a passionate and devoted community, and as long as companies innovate, the fans will come."

For more information, contact IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com.

Macworld magazine maintains high profile at expo

Macworld magazine maintained a high profile at last month's Macworld Expo & Conference, distributing 10,000 free copies of its August issue, most of them on the first day. "We had a great subscription deal — four years for $40 — and sold hundreds to enthusiastic attendees," said **Sharon Cordesse**, *Macworld* senior marketing manager. "We also gave away more than 20,000 *Macworld*-branded show bags and saw lots of them being carried around the streets of New York City during the week."

Cordesse said the monthly's advertiser hospitality suite was busy every day. The magazine sponsored a "Your Mac Life" VIP party for more than 200 clients. The highlight of the evening was the entertainment: The Mac All-Star Band, which included *Macworld* contributing editors **Chris Breen** and **Andy Inhatko**, as well as other Macintosh luminaries.

Macworld editors handed out 14 Best of Show awards, recognizing what they considered the best new hardware and software products introduced at the show.

"The winners of this year's Best of Show awards exemplify the diversity in the current Macintosh market," said *Macworld* Editor **Jason Snell**. "From big to small, professional to consumer, these products represent some of the most creative work being done in the realm of technology."

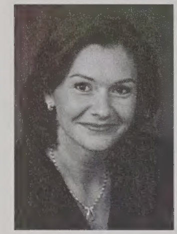
"We were really impressed with the way some developers are taking advantage of the technologies available in Mac OS X," said **Jim Dalrymple**, news director of *Macworld's* headline news site, MacCentral.com.

Among the award winners were the following:
- Detto's Move2Mac makes it easy to move Preferences and other information from a Windows system to a Macintosh.
- Blizzard Entertainment's WarCraft III: Reign of Chaos now features role-playing elements and more strategy.
- Epson's Stylus Color 960 photo printer offers six-colors in separate ink cartridges and prints at twice the speed of its predecessor.

For more information on the Best of Show awards go to http://maccentral.macworld.com/news/0207/18.best.php.

noteworthy people

Fily



Dray

Promotions

Hélène Fily, director, International Sales, IDG Global Solutions (IGS) France, has been promoted to lead the IGS France office. Hélène joined the IGS France team just over a year ago, having transferred from IDG France where she had worked for 14 years; her last position at IDG France was as advertising director for *InfoPC*, *Create* and *Developpeur Reference*. "Hélène's extensive experience within IDG and knowledge of the French and international IT publishing market make her the ideal person to take on this role" said IGS EMEA Senior Vice President **Colwyn Munro**. "She has excellent people skills and a great attitude, and we are therefore delighted that she will be leading the IGS France team."

New employees

Rica Levy Dray has joined IDC Latin America in Miami as director of Telecom Research. She was previously director of strategic business solutions at Nortel Networks. Rica has an undergraduate degree in electrical engineering from McGill University in Montreal and an M.S. in telecommunications from the University of Quebec.

InfoWorld has hired **David Moody** as an inside sales representative. He comes from MVP Productions where he worked as a senior account executive. He graduated from Union College in Schenectady, N.Y., with a B.A in English and enjoys exercise and reading.

Also at InfoWorld, **Jon Udell** has signed on as a lead analyst in the Test Center. He had been self-employed as a writer and consultant. Jon has a B.A. in English from the University of Michigan and an M.A. in journalism from Johns Hopkins University in Baltimore, Md.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Nordic's Annette Berg wins women's honors in bike classic

PHOTOMOTION

Berg and her winning smile.

Besting 1,800 entrants, IDC Nordic Account Manager **Annette Berg** pedaled away the winner of the women's division of Denmark's 292-kilometer (181-mile) Sjaelland Round cycling race in July.

"I was quite excited and proud when I won the women's group," she said. "This race is a yearly tradition and a true classic with lots of participants. Though it was raining and I rode amid a tough group of men, I had fun. We had good teamwork and were all working to get me in as the first woman."

A former triathlete, Berg was offered a berth last year on one of Denmark's two non-professional women's bike racing team, a stepping stone to being rated a professional rider and potentially earning a trip to the Danish National Championship.

Twenty to 25 hours a week spent training, plus all the travel and the races themselves, proved too much for Berg – "I like my job at IDC very much and also care about my private life" – and she bowed out of the bike racing team in April.

"I have now taken my training and ambitions to a slightly lower level," she said. "I still want to race because I love it, and I love to challenge myself, but I also want it to be enjoyable. I train about 15 hours weekly, so I guess my endurance and strength are still at a high level."

Or were. Berg was struck by a car while training recently. "Right now I am pretty beaten up and not able to walk very well because of problems with my knee, so I guess I have to be realistic about the rest of this season. But I will be back next year!"

Never one to be idle, Berg ran the 2001 Chinese Wall Marathon and plans to be there in 2003 with IDC Nordic Conference Manager **Charlotte Poulsen** and Manager, Interactive Products and Services, EMEA **Mette Juul**. "That will be fun!" she said. WU

CIO France

continued from page 1

have to recreate value by the concept of rarity," said *CIO* and *LMI* Publisher **Michel Crestin**. "This attitude will help avoid negotiations on the rate card and enable us to have low sales costs. It's also a way to create a sense of urgency, which is not easy for a quarterly publication."

Crestin said *CIO France* is not trying to simply sell advertising pages; the sales team is inviting companies to help launch the *CIO* brand. "We aim to prove to customers that we are a significant part of the solution to their CIO relationship question, and the answer is not just pages." Lead-generation activities via such methods as white papers, e-mail lists and microsites will also be part of the equation. This approach has been working: the bookings for *CIO France* are above 50% of its 2003 sales goals.

Taking a page from its U.S. counterpart's event offerings, *CIO France* will hold its first CIO Perspectives Conference on Sept. 17 in Paris, which will focus on outsourcing strategies. The event has already reached breakeven, as the sponsorships are part of the launch package for advertisers. The 150 CIOs expected to attend will do so free of charge, as sponsorships have covered attendee costs.

For more details contact Philippe Rose at prose@idg.fr or Michel Crestin at mcrestin@idg.fr or go to www.idg.fr.cio. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Carolyn Medeiros *Computerworld*

18

Judy Sutter *PC World*
Sherry Driscoll-Coleman *Computerworld*

17

Hans Weber *IDG Germany*

16

John Cox *Network World*
David Bromley *IDG World Update*
David Hill *IDG International Publishing Services*

15

Debra Goldfarb-Norton *IDC*
Molly Leung *IDG Hong Kong*
Sandra Kupiec *Network World*

14

Kelly Conlin *IDG*
Michael Malone *IDG*
Nancy Sheehan *IDG*
Lyn See *IDG Australia*
Phyllis Borden *IDC*

13

Bradley Christenson *IDC*

12

Lisa Ladle-Wallace *Computerworld*

11

Ann Roskey *ITworld.com*
Nancy Newkirk *IDG*

10

Doyle Russell *IDG*

9

Rebecca Freed *PC World*
Lafe Low *CXO Media Group*
Renee Stephens *InfoWorld*

8

Alice Dragoon Leightheiser *CXO Media Group*
Lizah Aman *IDC Malaysia*

7

Tony Stagnitta *IDG Australia*
Danielle Levitas *IDC*
Brad Baldwin *IDC*
Mike McPhee *CXO Media Group*
Tim Horgan *CXO Media Group*
Jørn Jensen *IDG Denmark*
Joel Martin *IDC Australia*
Kathy Benson *IDC Australia*
Julie D'Errico *Computerworld*
Mark Hall *Computerworld*
Laura Rohde *IDG News Service*
Maggie Cejas *PC World Latin America*
Rafael Iglesias *PC World Latin America*

6

Michael Cousins *IDC*
Andrew Hub *IDG Communications*
Pam Kerensky *ITworld.com*
Junya Onuma *IDG Japan*
Maria Koprowska *IDG Poland*
Brian Kukowski *IDG*
Bing Zheng *IDG China*

5

Katerina Jandova *IDG Czech*
Sandra Buckton *IDG Australia*
Mark Hall *IDC*
Paul Strauss *IDC*
Abbie Feibush *IDG Games Media*
Louise Cupelli *CXO Media Group*
Mark Cribbens *IDC New Zealand*
Cynthia Panzera *Network World*
Toshiyuki Higuchi *IDG Japan*
Michele Nealand *IDG International Publishing Services*

4

Elias Plastiras *IDG Australia*
Christine Gould *IDG Australia*
Jeffrey Caruso *Network World*
Hillary Freeley *Network World*
Sheila McGovern *IDC U.K.*
Sue Murphy *IDG*

3

Eva Mendlova *IDG Czech*
Mike Udabage *IDG Australia*
Brian Hoenig *IDC*
Cushing Anderson *IDC*
Bret Kerlin *IDC*
Jim Hutson *PC World*
Lisa Mireles *PC World*
Jay Turner *IDG Games Media*
Jen DeGraff *IDG Games Media*

2

Aislinn Connelly *IDG Australia*
Elizabeth Miller *IDG Australia*
Ben Warwick *IDG Australia*
Richard Noone *IDG Australia*
Leigh Henry *IDG Australia*
Deanne McIntosh *IDG Australia*
Doug Jeans *IDG Australia*
Christopher Burgelin *IDC*
Christopher Boone *IDC*
Allan Carey *IDC*
Andrew Devine *IDC*
Alexander Weis *IDC*
Casey Hall *IDC*
Sterling Perrin *IDC*
Stacy Simler *IDC*
Filomena Cherta *IDC*
Meta Haase *IDC*
Charles Kolodgy *IDC*
Viviana Elba Zapata Davila *IDC*
Susan Kevorkian *IDC*
Jennifer Steele *Mac Publishing*
Jon Frappier *CXO Media Group*
Rachel Barnett *CXO Media Group*
Cindy Sim *IDC Singapore*
Paul Stowers *IDG New Zealand*
Lyndal Daniels *InfoWorld*
Anna Porebski *InfoWorld*
Gregory Cusack *Network World*
Jami Thompson *Network World*
Dominique Fidele *Macworld U.K.*
Chiara Corridori *IDG Italy*
Guillermo Lopez *IDG Spain*
Carly Suppa *IT World Canada*
Paul Withington *IDC U.K.*
Michelle Yates *Computerworld*
Michael Beane *IDG*
Debra Camerato *IDG World Expo*
Ellen Greenberg *IDG List Services*

1

Linda Lui *IDG Hong Kong*
Chee Sing Chan *IDG Hong Kong*
Petr Jedlicka *IDG Czech*
Rumiko Makazu *IDG Japan*
Akikazu Mihashi *IDG Japan*
Annie Chia *Computerworld Singapore*
Jacqueline Ort *IDG Switzerland*
Jana Pitrikova *IDC CEMA*
Mitri Roufka *IDC CEMA*
Konstantin Pfliegl *IDG Germany*
Thomas Bardenbacher *IDG Germany*
Jochen Rist *IDG Germany*
Patricia Lüpertz *IDG Germany*
Bettina Wirth *IDG Germany*
Dominique Remus *IDG Germany*
Eberhard Heins *IDG Germany*
Claudia Feige *IDG Germany*
Michael Adolf *IDG Germany*
Jenny Jansson *IDG Australia*
Ann-Marie Taylor *IDG Games Media*
Chris Kobran *IDG Games Media*
Linda Lui *IDG Hong Kong*
Chee Sing Chan *IDG Hong Kong*
Andrew Milroy *IDC Australia*
Hazmi Yusof *IDC Malaysia*
Stephanie Liu *IDC China*
Maureen DiCiaccio *IDG Global Solutions*
Hiroko Okamoto *IDC Japan*
Tai Vo *IT World Canada*
Darrell Baker *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday Sept. 17.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive collapsible IDG sports bottles.

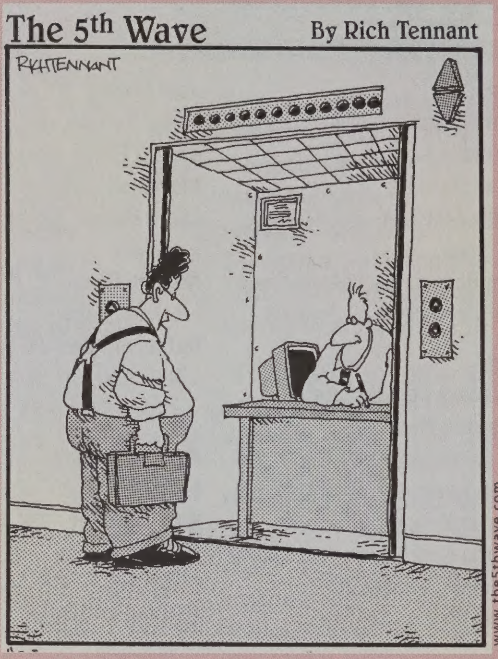
Fax your creations to 617-423-0712 or send them to world_update@idg.com.

Be part of the 2003 IDG Employee Photo Calendar

2002
Employee Calendar
IDG
INTERNATIONAL DATA GROUP

Don't miss your chance to be part of the 19th annual IDG Employee Photo Calendar Contest! First, second and third prize winners will receive $250, $150 and $100, respectively. Here's how to enter:

- Submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper. Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos. NOTE: Photos will not be returned.
- Entries must be received no later than **Sept. 13**. Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. Questions? Send an e-mail to world_update@idg.com.



dithering feathering tweening ripper wavelet PKZIP tar

Define IT

ITworld.com's **Kevin Cronin** submitted this month's winning wacky definition for "bump mapping":

> "The process, while in complete darkness, for determing the layout of hardware in a server room (watch out for cooling fans)."

Cronin received a $50 American Express gift check.

Another $50 AMEX check awaits the creative author of the funniest fake definition for the latest IT phrase:

triple supertwist

Send your entries to world_update@idg.com by **Sept. 17**.

scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Shelley Dunn *IDG World Expo*
Sarah Hindmarsh *IDG World Expo*
Richard Robinson *IDC U.K.*
Jean Royne *IDG France*
Meryl Salter *IDC U.K.*
Peter Sayer *IDG News Service*
Brooke Selby *IDG World Expo*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

2 SEPTEMBER 2002
VOLUME 32, NUMBER 28

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Dear Colleagues,

We have been asked over the last weeks if IDG has plans to recognize the anniversary of Sept. 11, a world-changing event that reverberates to this day. We believe this decision is best left to our business units, which can decide what would be most appropriate for their employees. Some of the ideas that business units are contemplating include: having a moment of silence, opening a conference room for employees to watch television coverage and lowering the flag to half-mast.

From IDG's perspective, I would note that September marks the launch of IDG's newest publication: *CSO* magazine. While we hope and expect this publication, along with its events and online products, to be a commercial success, it is also entirely consistent with Pat McGovern's founding mission of improving the quality of human life by providing the means for exchanging information globally on innovation and technology. Galvanizing the community of executives responsible for security in this newly fragile world — and providing them with the highest quality ideas and information — is a worthy contribution from IDG to a subject that preoccupies a new world order.

The tragedy of last September and the launch of a new publication this September are bookends on what has been an extraordinarily challenging year. We should not forget what happened — either in the events of September and the year that followed — nor should we let it deter our determination and imagination in continuously reinventing how we keep our company vital.

With warm regards,

Kelly Conlin

Kelly Conlin
President & CEO

Web-based lead-generation tool gives IDG clients an edge

ITworld.com-developed application helps clients manage leads from IDG campaigns

Leads. It's a simple five-letter word that makes a big impression on IDG clients and their ad agencies. Collecting the names and contact information of the individuals who might be interested in a client's products and services is the most basic aspect of a lead-generation program. But today, IDG can do much, much more for clients. Collecting information about those leads in real time, incorporating more detailed responses from prospects, and offering multiple ways to view and analyze the data are just some of the critical enhancements that IDG is making available at the business unit and pan-IDG levels.

LEADS™
Lead Evaluation And Delivery System

Driving these enhancements is the Lead Evaluation and Delivery System™ (LEADS), a Web-based application developed by ITworld.com earlier this year to provide its custom Webcast clients direct, 24x7 access to leads generated by their Webcast programs. Previously, an ITworld.com analyst had to pull the data from the Webcast registrations manually and prepare a weekly report as well as a monthly report with aggregate demographics. With the LEADS platform, Webcast customers can generate their own standard or custom reports any time, view the lead results as fast as the data comes in, and see it in an Excel view that is also a downloadable spreadsheet.

Once IDG's U.S. enterprise business units heard about the LEADS platform, the group, which comprises *CIO*, *Computerworld*, *InfoWorld* and *Network World*, contributed additional financing so the ITworld.com engineering team could restructure the security and access model of the LEADS system and create a multi-partner, IDG-branded version.

The new platform, called IDG LEADS, is a powerful system that can serve large-scale, integrated marketing programs and let marketers track and manage leads generated from campaigns that span IDG's global family of information resources. At the same time, it can be used for an individual business unit working with a client on a single marketing vehicle, be it a white paper, e-newsletter, microsite, event or other lead-generation program.

continued on page 4

Reader surveys boost *InfoWorld* editorial, sales efforts

Share the wealth. A variety of *InfoWorld* departments do just that with the InfoWorld Test Center Research Reports (TCRR), in which the weekly's editorial, research, and testing departments work together to produce eight in-depth reader surveys per year that not only generate feature articles but allow *InfoWorld*'s editorial content to be better aligned with readers' interests. The results of the surveys are then marketed as a value-add to agencies and clients by the publication's sales and marketing departments.

"The Reports allow our editors and writers to leverage the survey data and their own expertise by analyzing industry trends to provide a broader perspective for our readers," said Test Center Director **Steve Gillmor**. "The detailed results of the survey give our sales people an opportunity to do consultative sales, rather than just constantly pitching clients for space without helping them target the potential buyer."

INVESTING ON THE INSIDE
InfoWorld
InfoWorld TEST CENTER RESEARCH REPORT
Databases wrestle XML
BROADBAND
Palm heeds wireless call

A recent InfoWorld Test Center Report focused on the topic of broadband.

According to Market Intelligence Manager **Stephen Pearson**, in 2000, then-Editor-in-chief **Michael Vizard** and then-VP of Research **Wally Palmer** were discussing research topics and strategies and realized *InfoWorld* could conduct major research studies throughout the year for the benefit of both editorial and sales. "Up until that point, the research department would conduct major studies throughout the year, but the results were used just by the sales team,"

continued on page 5

in brief newsworthy

IDG Entertainment targets *GamePro* at Germany's growing console market

Microsoft's Xbox and Nintendo's GameCube have whetted the German market's enthusiasm for console games, and IDG Entertainment has responded by launching a pilot issue of *GamePro*. The staff intends to build on the success of four-year old *GameStar*, which is the country's leading PC games title with a total paid circulation of 320,000.

GamePro Germany is aimed at teenagers and young adults between the ages of 12 and 25, distinguishing it from competitors *Computerbild-Spiele* and *Bravo Screenfun*, each of which targets a younger audience and covers PC games as well as console games. Several other competitors have tied their editorial to a single console system. *GamePro* is a higher-end title with a cover price of 6.5 euros (US$5.60) and a DVD cover mount with top-quality videos of tested and soon-to-be-available games.

NEU!
PlayStation 2
GAMECUBE
GamePro
powered by GameStar
Großes GEWINNSPIEL
FINAL FANTASY 10
Getestet: Mega-Rollenspiel schlägt Konkurrenz um Längen
PLUS: Komplettlösung, Hintergrundinfos & Ausblick auf FF 11
Xbox gegen PS2
30 Seiten Tipps mit 450 Cheats & Lösungen zu: Metal Gear Solid 2, Halo, Final Fantasy 10...
DVD Mit 39 Spiele-Videos!

According to IDG Entertainment Board Member **Stephan Scherzer**, up to now the German games market has been PC-driven, which is why the company decided to enter the field with *GameStar*. "The console market has been driven by Playstation 1 and 2, and this is the kind of monoculture we don't like, because the magazine depends on one company. Sega was a disaster in Germany. Now with Xbox and GameCube we see much more competition, but at the moment we're still not convinced that the console market is as lucrative for magazine publishers as the PC games market."

IDG is betting that *GamePro*'s high-quality editorial will quickly win over readers. *GameStar*'s editorial staff, led by Editor-in-chief **Jörg Langer**, console expert **Mik Schnelle** and several "exceptional freelancers," Scherzer said, put together the pilot issue, which has a print run of 100,000. Scherzer said that if reader feedback is great and *GamePro* outsells the competition (i.e., sells between 80,000 and 100,000 issues), it is likely the magazine will go monthly from the outset.

While the pilot issue's content is 100% local, Scherzer sees potential for incorporating some *GamePro* U.S. content if the pilot issue succeeds.

For more information contact Stephan Scherzer at stscherzer@idgmagazine.de.

WU

IDG's UAE-based publishing partner expands reach to Jordanian market

IDG's publishing partner in the Persian Gulf region, Corporate Publishing International (CPI), has inked an agreement with Jordanian media company Scenarios that will give CPI a strong foothold in the neighboring market. The announcement followed a recent meeting between CPI President **Dominic De Souza** and the Jordanian Minister of Information and Communications Technology (ICT) Dr. Fawaz Hatem Zu'bi, which focused on efforts to strengthen the Jordanian ICT publishing sector.

*CPI founder and President **Dominic De Souza** (left) recently met with Jordanian Minister of Information and Communications Technology Dr. Fawaz Hatem Zu'bi to discuss ways to bolster Jordan's ICT publishing sector.*

The agreement, which initially calls for Scenarios to act as a local sales representative for three of CPI's English-language titles published under license with IDG: *Computer News Middle East*, *Reseller World Middle East* and *Network World Middle East*, will ultimately result in the publication of a localized edition of *Computer News Middle East* (a *Computerworld*-type title) as well as a guide to the Jordanian IT sector, according to De Sousa.

CPI also publishes the only enterprise-level IT magazine in Arabic, *Akhbar Al Computer*, which while similar to *Computer News Middle East*, covers issues of specific concern to Arabic speakers in Saudi Arabia, Kuwait and Egypt. The company also maintains two Web sites: cpidubai.com and cpilive.net, an IT portal recently awarded six stars by Google.

For more information, contact Dominic De Souza at dom@cpidubai.com.

WU

Question of the Week:

Would you avoid flying on September 11 if you had to travel that week?

No 88%

Yes 12%

Be sure to visit www.idgworldupdate.com to weigh in on this week's question:

How do you keep yourself organized?

Employees responding to the Aug. 19 Question of the Week on IDG World Update Online (www.idgworldupdate.com) overwhelmingly indicated they would not be deterred from flying on the first anniversary of the terrorist attacks in New York, Washington, D.C., and Pennsylvania.

primer

back to basics

IDC forecasting and analysis

***Mark Levitt** wears several hats at IDC. He is research vice president of Collaborative Computing as well as a member of IDC's Education team. Mark started at IDC in 1989 as a PC Hardware and PC Software analyst. He can be reached at mlevitt@idc.com.*

Analyst speak

- **Market driver.** A factor, dynamic, or trend that accelerates, inhibits or has a neutral impact on the supply, demand, and resulting growth of a particular market.
- **Competitive analysis** Comparison of the relative strengths and weaknesses of a group of competing entities such as vendors, products, services, channels, etc.
- **Methodology** How a particular research effort is accomplished such as whether a demand-side user survey is conducted by telephone or the Web.
- **Market share** The percentage of a market represented by an entity that competes in the market such as a vendor, product, platform, technology, etc.
- **Forecast assumptions** The predictions and thoughts on which the forecast is based, such as when the overall economy is going to recover, how and when businesses will embrace Web services, and which segments of business and consumer populations will use wireless devices such as next-generation cell phones to access e-mail and the Web.

Q What does a typical analyst do all day?

A Most analysts juggle some or all of the following: working on market forecast and analysis documents; preparing research documents for publication; responding to client inquiries; meeting with clients and prospects to gather information and share insight; providing analysis and quotes to the press; and working with sales, marketing and other departments. Specialized analysts focus their efforts on one of the following: managing inquiries from IDC's vendor, financial or user clients; conducting demand-side primary research; and working with clients and other analysts on custom consulting projects.

Depending on the time of year, analysts dedicate two-thirds or more of the day to creating annual market forecast and analysis documents. This involves collecting supply-side (vendor) information from public materials and through interviews and surveys, examining demand-side (user) survey results, creating market forecasts, writing vendor profiles and competitive analysis, and writing insightful market analysis including key assumptions and messages for the future. The rest of the day is spent responding to questions from clients about published documents or related topics and writing shorter documents to provide timely analysis of what is happening in the markets they cover. When opportunities for doing custom consulting projects arise, analysts make time for this work as well.

Q How does an analyst collect data?

A Analysts gather information from many different sources including Web sites, face-to-face and conference call meetings, Web surveys, telephone and focus group interviews, trade and business articles, financial statements, e-mail distribution lists, as well as other analysts. One challenge is to sift through the tremendous amount of available information for the items that are needed for insightful market forecasting and analysis. Another is to fill in gaps when the information does not exist or is closely guarded by its owners. This requires analysts to rely on a variety of available information to arrive at thoughtful assumptions and, where necessary, educated guesses.

Q What is involved in the analysis process?

A When examining a market or vendor or technology, analysts answer the same questions that every good article should answer: "who, what, why, where and when." To provide the value-add that our clients want, analysts spend much of their time explaining "why," i.e., what factors were responsible for it and why it is significant in relation to the larger market and the competition. This is done by gathering as many facts and opinions as possible, applying lessons learned from similar situations, and presenting the analysis in an effective way in light of the intended audience or client type (typically vendor, user or investment firms).

Q What constitutes a good forecast?

A A good forecast is one that is useful to clients because of its timeliness, credibility and accuracy. Forecasts that are published when needed by clients interested in the market, articulate the key assumptions underlying the forecast, and identify the key actionable messages needed by market players to be successful, provide clients valuable insights and predictions, not merely a collection of numbers.

Q Is doing IT market research different from conducting market research in other fields?

A Compared to other market research, IT market research relies heavily on the insight of analysts who bring to the table subject matter expertise in predicting the future and analyzing trends and players based on a variety of sources including supply-side and demand-side research. The pace at which IT markets change, especially since we entered the age of the Internet and World Wide Web, makes it necessary to rely on both supply-side and demand-side research, because of the relatively short-term time frame in which many consumers and business users think about IT. This contrasts to the heavy focus on technology and long-term plans of suppliers who are at risk of overlooking what real customers need today and in the near term.

Q What kind of background do you need to go into the research field?

A Based on the wide range of backgrounds of current analysts, it is clear that no one background is required. Many analysts come to IDC from the press or vendor communities, while others join IDC as M.B.A. students or graduates. Here are the characteristics and skills that would help prepare analysts for work at IDC: write clearly; understand or be a quick learner of technology and market dynamics; ask probing questions and listen carefully to the answers; crunch numbers in spreadsheets; find information electronically; be creative in examining problems and solutions; arrive at, articulate, and defend opinions; deliver presentations in front of groups who will ask challenging questions; and provide quality customer service.

Lead generation

continued from page 1

IDG LEADS debuted internally July 2 at an IDG LEADS Summit in Framingham, Mass., hosted by IDG Senior Vice President **Frank Cutitta**, who is spearheading the pan-IDG aspect of IDG LEADS among business units and clients (see sidebar below).

During the meeting, ITworld.com COO **Rich Mikita** demonstrated how easily the LEADS platform can be used to suit individual business unit needs. The registration form can be dropped onto the IDG unit's online header and footer, thus preserving the business unit's online style. Any number of questions – including open-ended questions – can be on the registration form; the only required element is an e-mail address. Data can be viewed in executive summary form or with as much detail as needed. The system is robust enough that it can include data from post-event evaluation surveys.

"LEADS lets the people responsible for spending the money on IDG programs — at the agency and the client marketing and sales departments — quickly see what kinds of activities drive the most — and best — leads in the shortest period of time and get them into the hands of the people who can turn leads into dollars and really measure the ROI of their programs," Mikita said. "This means they can justify increased spending on the marketing vehicles meeting their goals."

During the next few months, ITworld.com will unveil more enhancements to the LEADS system that include two "wizards." The first will enable clients to generate their own front-end registration forms on the fly without ITworld's involvement. The second will allow clients to automatically route incoming leads to specific salespeople or directly into their sales force automation or customer-relations management system.

*ITworld.com's LEADS development team is hard at work on more enhancements to the LEADS platform. Standing, l-r: Web Engineer **Joel Grandin, Sr.**, Web Producer **Kathryn Meyers**, Vice President of Engineering **Doug Loyer**, Lead Web Engineer, DBA **Vladimir Zelinski**, Application Development Manager **Pam Kerensky**, Sr. Web Engineer **John Pallozzi**. (Front, l-r): Sr. Web Engineer **James Kim**, Network Administrator **Jill O'Toole**, Sr. Web Developer **Joe Doherty**, Sr. Unix Systems Administrator **Jim Uhlman**. Not pictured: Web Producer **Dawn Petersen** and VP Electronic Publications **Betsy Bellar**.*

With the release of LEADS v2.0, ITworld.com will also begin to offer the tool for external private label licensing. Typical customers might include other publishers in non-IT segments or agencies such as One to One Interactive. "We create numerous registration forms and associated data repositories for a range of client lead generation programs," explained the company's EVP Michael Donnelly. "This process currently takes roughly 12 hours for each program. We are excited about the potential use of ITworld's LEADS tool to dramatically reduce the time involved and make this process more efficient."

To view the IDG LEADS demo site or for more information about the platform, contact Rich Mikita at rich_mikita@itworld.com.

Network World signs on as LEADS customer

When she first saw the demo of the LEADS platform, Network World VP/Online **Alonna Doucette** was hooked. Her group conducts many kinds of lead-acquisition programs, but their back-end support system was very manual, cumbersome and time intensive.

"It was worth it to pay to use this system [a basic rate of $1,500 for IDG enterprise publications, slightly more for other business units] than spend more money on our own back-end development costs," she said. "The ease of operational support was the clincher for us. One e-mail to ITworld.com to request the registration form we wanted, one link exchange to get access to the site, and boom – it's posted. Clients love it because we just give them a password to the system, walk them through how to use it once, and that's it."

Network World has posted three forms in two weeks for three different clients (Altigen, Telogy/Texas Instruments and Qualcomm), all for white papers. Network World promotes the white paper on www.nww.com in several different locations. The prospect clicks on the white paper link, which goes to the ITworld.com-hosted registration page, and after entering the requested registration data, the white paper itself pops up.

While Doucette encourages customers to keep the registration forms brief, so far all have opted for including anywhere from one to four custom questions to get more detailed information on the leads, such as "Please submit any additional questions you have regarding wireless in the enterprise" or "Are you currently developing voice over IP-enabled telecom equipment?"

For more information contact Alonna Doucette at adoucette@nww.com.

IDG LEADS Summit kicks off pan-IDG initiative

At the July 2 IDG LEADS Summit, more than 30 employees from the U.S. and Canada discussed the status of advertiser sales lead programs within IDG, presented overviews of some of IDG's most creative lead-generation vehicles and explored how they could be integrated into the LEADS program.

These included the IDC Maturity Models, pioneered by IDC Canada, a package of new web-based customer self-assessment tools that enables clients like IBM to help their customers identify strengths and weaknesses; World Expo's lead-generation programs based on pre-show, onsite and post-show marketing services; and the new Bio-IT World Buyers Guide designed to attract new subscribers and develop targeted lead lists based on usage of the guide.

All presentations given at the LEADS Summit are available on IDGCIA.com at https://idgcia.com/leads_summit_2002.

During the meeting, IDG Senior Vice President **Frank Cutitta** explained how the IDG LEADS platform, which serves as a centralized lead-tracking system, can show clients a prospect's history of registering for various IDG content, while supplying basic demographic and propensity to buy data. Clients will eventually be able to see multiple click streams that show a prospect moving across IDG looking for increasingly sophisticated material – moving from a basic white paper on wireless networking to a report on wireless LANs for sales applications in manufacturing, for example.

Cutitta's role is to serve as a clearinghouse for best practices in lead generation across IDG and to communicate them internally and to the client base. To that end, Cutitta and IDG Communications President **Joan Kelly** are preparing a road show series to promote IDG LEADS and educate the sales force about the variety of lead programs and custom integrated programs that can be delivered to clients. The schedule is: Sept. 18 (Framingham), Sept. 20 (Paramus, N.J.) and Sept. 25 (San Francisco). For more information contact Frank Cutitta at frank_cutitta@idg.com.

IDG

Week of September 2, 2002

President, Computerworld (CWI)

The President, Computerworld, Inc will report to IDG's Executive Committee and be responsible for the leadership, development and management of Computerworld, Inc. in the US. The President will have full P&L responsibility and will lead the Computerworld team to increase the company's revenue and profit through successful management of its current products, including a weekly newspaper, online site and conferences and the development of new products, specifically business information services for IT leaders. The successful candidate will be a seasoned business publishing and information services executive with demonstrated leadership and ability to deliver superior results. This individual will have in-depth understanding of the business computing markets, comprehensive knowledge of the broad array of information services/products and how they can be effectively integrated to provide technology suppliers with compelling marketing programs and technology buyers with high value editorial and related content products. Individual must also be able to thrive on the challenges of growing the organization and managing in a competitive, decentralized environment. ***Location: Framingham - MA***
Contact: S. Brown, Email: susan_brown@idg.com

Copy Editor (BIO)

Bio-IT World seeks an experienced copy editor to join its small-but-dedicated editorial staff. The ideal candidate will be detail-oriented, a team player, thrive in a deadline-driven environment and have some interest in high tech as it relates to the life sciences. Job duties will include: editing of copy for style, clarity, spelling and grammar; editing Quark proofs, writing captions and making corrections in Quark files; proofreading color prepress pages; assisting in updating the evolving Bio-IT World style guide; assisting with researching and writing our New Product section. Requirements: Candidate should have degree in Journalism or English, 3 to 5 years of copy editing experience, knowledge of AP style, and some Quark experience. ***Location: Framingham – MA***
Contact: Email: jcjobs@idg.com

Director, Recruitment Services (EMG)

The Director Recruitment Services will report to IDG's Enterprise Media Group Board and be responsible for developing print and online revenue opportunities in the recruitment market for IT professionals. The position requires a strategic thinker who is keen to develop new business opportunities as well as grow the existing business, leveraging powerful brands such as Computerworld, InfoWorld and Network World to reach IT employers and job seekers. The ideal candidate will have a proven track record in selling recruitment and strong knowledge of all facets of the recruitment industry. Candidate must have 10 years experience in recruitment advertising, selling and sales management with a special emphasis on online recruiting. Candidate must also be a self starter who can work well in a decentralized environment and skilled in the development and implementation of business plans.
Location: Framingham - MA
Contact: S. Brown, Email: susan_brown@idg.com

Research Analyst, Latin American Software Markets (IDC)

IDC's Latin America division is presently seeking a Research Analyst to be based at its Miami, Florida headquarters. This research analyst will be responsible for following several Latin American Business Software markets and managing related market research studies including: developing multiple project workplans, managing 6 country analysts in gathering the information required within the timelines established, cross validating information with alternate sources, developing market size and forecasts, and producing final client deliverables (excel deliverables, documents, and presentations) that identify key market opportunities.
Location: Miami - FL
Contact: Ilona Juhola, Email: ijuhola@idc.com

(cont.)

Go to http://careers.idg.com to view all current job opportunities at IDG

Editor in Chief (IFW)

Infoworld is looking for an Editor in Chief who will be responsible for defining and managing the overall mission and content and will set the strategic direction of Infoworld, both in print and online. Reporting to the President/CEO, the EIC will set and enforce standards for editorial excellence, ensure that content meets the changing needs of its online audience and print readership, and improve Infoworld's competitive position in both media. The EIC will manage departmental resources --including staff and budgets-- and will work closely with the Executive Editors to develop strong content integration across publishing platforms. The EIC will define and develop Web versions of print material and original Web content, including new media elements, and will identify and implement editorial elements that create synergy between the print publication and the Web site. Candidates should combine exceptional management skills with top-notch writing and editing skills. The ideal candidate will have a minimum of 10 years of journalism experience and a thorough understanding of the role applied technology plays in business settings. A minimum of five years' senior editorial management in online and print, along with demonstrated ability in motivating and managing workgroups and bringing complex projects in on deadline is required. Applicants should possess comprehensive knowledge of the IT market, extensive industry contacts, and the foresight to anticipate and the flexibility to adapt quickly to changes in this field. ***Location: San Francisco – CA***
Contact: S. Brown, Email: susan_brown@idg.com

Senior Analyst (IFW)

InfoWorld Media Group is seeking a Senior Analyst to cover enterprise-class networking, storage, and security technologies for the InfoWorld Test Center. Qualified candidates will have a wealth of experience designing, implementing, managing, and testing high-speed data, optical, and wireless networks, as well as a history of translating test results into rigorous and polished product reviews. Candidates must have a deep understanding of networking, storage, and security technologies, and must demonstrate the ability to deliver consistently insightful analysis of emerging technologies and industry trends in these areas. This Senior Analyst will be responsible for designing testing and analysis procedures for a wide range of enterprise networking, storage, and security products; for designing and implementing testing infrastructure; for conducting thorough tests of networking, storage, security, and other products; and for producing reviews and analysis articles on a weekly basis. He or she may also be required to produce a weekly opinion column on these topics. ***Location: San Francisco – CA***
Contact: resumes@infoworld.com, Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Surveys comprise variety of questions

The surveys for InfoWorld's Test Center Research Reports are made up of several kinds of questions, said **Stephen Pearson**, IW market intelligence manager.

Screener question: Determines if a respondent is personally involved in the acquisition of a certain product or service. The respondent must be involved in some way or s/he doesn't complete the full survey.

Broad questions about current usage/planned usage: Generally there are a number of questions about how a given technology/product is being used, factors driving usage, its benefits, challenges and priorities. Most of these questions are multiple choice, but there may be open-ended ones as well.

Technical questions: Several technical questions may be asked if they are pertinent to the overall topic, such as type of operating system in use, type of processor, type of tape drive technologies, etc.

Questions regarding brands/vendor solutions: These questions gauge awareness, usage and planned usage of different products/solutions from specific vendors. For instance, "When you think of companies that provide storage area network solutions, which companies come to mind?" and "Which of the following companies' storage area network solutions are currently in use at your company?" and "Which of the following companies is your organization likely to consider purchasing storage area network solutions from during the next 12 months?"

Respondents are also asked to rate the importance of factors in selecting a given product/solution, such as reliability, service and support, performance, price, security, etc. Lastly, there are demographics questions about primary job function, primary business activity, and number of employees in the company.

InfoWorld

continued from page 1

Pearson said. "Editorial would conduct a number of studies on its own or sometimes work with someone in research to carry out these studies, which were only used by editorial."

The *InfoWorld* editorial team takes the lead in selecting TCRR topics. With their understanding of specific technologies and the questions that should be asked, Test Center employees help create the TCRR questionnaires and assist in analyzing results.

Other participants that help build TCRRs include vendors, who give their opinions on the major issues in a given category (but have no editorial input at all), and analyst input from market research firms such as IDC, InfoWorld's own research department and IDG Research Services Group. The latter generally finalizes the survey questionnaire (usually 20 to 30 questions) and works with another research firm to field the study and collect the results.

Until early this year, TCRRs were conducted as phone surveys; in order to trim costs recent TCRR surveys and those planned for the future are being conducted online.

Pearson and Marketing Specialist **Amanda Buick** shepherd a TCRR from conception to completion. "We act as facilitators to get appropriate input for the study and manage and monitor progress in fielding the study," Pearson said. Director of Research **Janet King** at IDG Research handles questionnaire design and wording, as well as coordination of fielding of the study and direct contact with the data tabulation house. She also writes the studies' executive summaries and complete results.

Results in hand, the *InfoWorld* editorial department generates a main feature story for an upcoming issue. About 50 copies of the survey are printed initially, with further press runs as they are distributed (several of the reports are also available as PDF files). Meanwhile, the research and marketing departments create a PowerPoint presentation highlighting the study's key findings, *InfoWorld*'s perspective on that market segment and some recommendations for advertisers in that market. The sales team uses this presentation to build relationships with existing clients and open doors to new ones.

"The research information we share with agencies and vendors helps to demonstrate InfoWorld's role as a technology adviser and not just as a vehicle for advertising," said **Holly Nissalke**, InfoWorld VP of marketing. "This often helps InfoWorld win more business in print, online or events down the road."

Western Regional Manager **Courtney Coughlin** said the TCRR's are key in helping drive sales. "Not only do they provide access to more clients, that access is at significantly higher levels than would be usual – directors of client services, vice presidents, account managers," she said. "We also get referrals from clients to other colleagues of theirs that we may not know about who are interested in the information. The reports not only help us engage the clients but they earn us their respect and the right to help them with their business."

"East Coast sales call volume has increased 40% from a year ago based solely on meetings we have had on these studies," said **Dave Colford**, advertising director/East. "They have been the No. 1 sales support tool we have here."

Associate Publisher/West **John Murphy** concurred. "The Enterprise Application Integration/Web services report was published in late February. We are still presenting the findings today six months after the study was published." He said InfoWorld sales teams have conducted probably 40 sales calls nationwide on that report alone, and 25 to 30 for the Storage report. "The biggest benefit of these reports is the access they give us to clients at a time when it is very difficult to see customers."

For more information contact Stephen Pearson at stephen_pearson@infoworld.com.

Coming up

Showcase Ontario: Ontario Government's IT Event
Sept. 9-12
An IT World Canada event
Metro Toronto Convention Center
Toronto
www.showcaseontario.com

WirelessWorld Conference & Expo Indonesia 2002
An IDG World Expo Asia event
Sept. 11-12
Jakarta
Indonesia
www.idgexpoasia.com

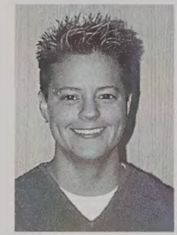
European IT Forum
Sept. 16-17
Grimaldi Forum
Monaco, Monte Carlo
www.idc.com/itforum02

CIO Perspectives Conference: Outsourcing
A CIO France event
Sept. 17
Automobile Club de France
Paris
www.idg.fr/cio
cioperspectives@idg.fr

noteworthy people

Ingram

IDG WORLD UPDATE
Douglas



Dumas

IDG WORLD UPDATE
Luciano

IDG WORLD UPDATE
Tachkova

IDG WORLD UPDATE
Gaidry

Promotions

Ellen Julian has been promoted to vice president in IDC's Services Research Group. An almost-10-year veteran of IDC, Julian is responsible for a $2 million business that includes the Corporate eLeaning, IT Education and Training, HR Management and Recruiting Services, Content Management Services and Services Vertical Views Programs. As a vice president, she will also serve as a member of IDC's Management Advisory Committee. "Over the past 10 years, Ellen has consistently taken on further responsibliites in addition to continually managing a highly profitable group of research programs," said **Traci Gere**, group vice president. "This includes leading and coordinating Services Group training initiatives, launching several new strategic programs and being a key advocate in the group for collaboration, morale and employee concerns."

New employees

CXO Media has hired **Bob Bragdon**, formerly vice president, Event Marketing at Key3Media in Needham, Mass., as publisher of the soon-to-be-launched *CSO* magazine. Bragdon, who was at Key3Media for seven years, had previously served as senior marketing communications manager at *PC Week* and director of marketing for several of Cahners Publishing's IT titles before that. Bragdon holds a B.A. in government and legal studies from Bowdoin College in Brunswick, Maine.

CXO Media has hired **Christopher Nolan** as senior regional sales manager for *CIO* magazine, covering the north central region of the U.S. He was previously Inc. magazine's Midwest regional advertising manager, where he was name Top Business Producer for 2001. He holds a B.S. in journalism from Northern Illinois University in De Kalb, Ill. While his three children are his primary focus outside the office, he also helped found a men's 40-plus soccer team, which just completed the summer season with a six-game winning streak.

IDG Global Solutions in Staines, U.K., welcomes **Elaine Ingram**, who has signed on as a marketing and research assistant. She recently graduated with a B.A. in business studies from the University of Plymouth, U.K. Outside the office Elaine enjoys listening to music and going to the cinema.

Also in Staines, Media Service Executive **Verity Homewood** has joined the team. She most recently worked at MWB Business Exchange as a service coordinator. Verity earned an advanced GNVQ in business studies at Brooklands College in Weybridge, U.K., and enjoys horseback riding in her spare time.

IDG World Expo has hired **Danielle Sullivan Douglas** as conference manager for COMNET Conference and Expo. She was previously with the Massachusetts Medical Society/*The New England Journal of Medicine* where she worked as executive editor of *Journal Watch Women's Health*, a literature surveillance publication for physicians. She holds a B.A. in English/professional writing from Fitchburg (Mass.) State College and a graduate-level Certificate in Publishing. Away from her desk she enjoys gardening and reading.

Previously an accounts payable specialist at PhotonEx Corp., **Amy Dumas** joins IDC in Framingham as a junior staff accountant. She is currently studying business and computer science at Clark University in Worcester, Mass., and enjoys skiing, indoor rock climbing and riding her motorcycle.

Also at IDC Framingham, **Caroline Luciano** has signed on as a research analyst for the Hardware Tracking Program. She was previously a marketing analyst at Standard & Poor's. Caroline earned a B.S. in marketing and finance from Boston College and spends her free time cooking, traveling and practicing yoga.

Neva Tachkova joins *Network World* as an associate graphic designer, responsible for the weekly's infographics. She was previously a graphic designer with Hamilton Hughes Design and prior to that a cataloging aide with the Boston Public Library. She holds a BFA in graphic design from the Massachusetts College of Art and enjoys skiing, hiking, camping in New Hampshire, volunteer work and going to exhibitions and lectures.

Previously creative director with ProperGander Communications, **Brian Gaidry** is now a senior designer with *Network World*. He holds a B.F.A. in illustration from Syracuse University in Syracuse, N.Y., and enjoys writing and illustrating children's book and animating cartoons and short films, some of which have been shown on NBC's "Saturday Night Live." He also designed "the world's greatest online service for kids – JuniorNet."

Previously an administrative coordinator at Noresco assisting engineers, project and construction managers, **Berit Einsiedl** joins Network World's San Mateo, Calif., office as a sales assistant, aiding three sales representatives with closing reports, client care and scheduling meetings. A graduate of San Mateo's Hillsdale High School, she enjoys going to concerts and the beach and spending time with her family and friends.

Returning employees

Rick van Dijk, who spent seven years at IDG Netherlands, has signed on as director, international sales for IDG Global Solutions. He will be based at IDG Netherlands' office in Haarlem. Rick had been sales manager for IDG Netherlands' online division before leaving in January to join ilse media as a commercial manager.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Ingrid Schmid *IDG Germany*

18

Maureen Mottonen *IDC Canada*
Siegfried Reich *IDG Germany*

17

Gebhard Osterwalder *IDG Switzerland*
Hans Peter Nitsche *IDG Germany*

15

So Fong Yip *InfoWorld*
Kevin Greene *PC World*

14

Agnes Radnóti *IDG Hungary*
Lars Østermann *IDG Denmark*
Hilary Smith *IDG*

3

Eva Szegvári *IDG Hungary*
Irmgard Meyer *IDG Germany*

12

George Bulat *IDC Canada*
Glória Cunha *IDG Brazil*

11

Maria Grazia Tripodi *IDG Italy*
Jiri Zadnik *IDG Czech*

10

Silvana Brambilla *IDG Italy*
Erzsébet Gazdag *IDG Hungary*
J. Ramon Melara *IDG Spain*
Hermann Apfelböck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Michael Schweizer *IDG Germany*

9

Renata Swiecka *IDG Poland*
Urszula Imbirska *IDG Poland*

8

lvia Szendrey *IDG Hungary*
Ruzena Holikova *IDG Czech*

7

Makoto Kuroda *IDG Japan*
Michal Szafranski *IDG Poland*
Gabriele Hurle *IDG Germany*
Karel Taschner *IDG Czech*
Glenn Mosesso *IDG*
Paul Carlin *IDG Travel*

6

D.H. Oh *IDC Korea*
James Walker *Macworld U.K.*
Yumiko Uchimura *IDG Japan*
David Legard *IDG News Service*
Kumi Shingyouchi *IDC Japan*
David Minehart *InfoWorld*
Steve Inza *IDG International Publishing Services*

5

Karen Budreau *IDG*
Francesco Orsenigo *IDG Italy*
Sándor Csórián *IDG Hungary*
Judit Mallász *IDG Hungary*
Árpád Paloti *IDG Hungary*
Motoko Yamabe *IDG Japan*
Jerry Ommeren *IDC Benelux*
Andrzej Garwolinkski *IDG Poland*
Margit Enthaler *IDG Germany*
Marianne Kolding *IDC U.K.*
Kevin O'Keefe *Network World*
Renata Saskova *IDG Czech*

4

Sujay Bhattacharya *IDC Singapore*
Roser Ferrer *IDG Spain*
Placido Moreno *IDG Spain*
Cord Möller *IDG Germany*
Sandra Busch *IDG Germany*
Bianca Aumeyer *IDG Germany*
Karin Wiesner *IDG Germany*
Fidel Angelov *IDG Bulgaria*
Fernando Luis Ibarra *InfoWorld*

3

Bryan Ma *IDC Singapore*
Sandy Breese *IDC Australia*
Imre Egri *IDG Hungary*
Torben Daarbak *IDG Denmark*
Beatrice Meyer *IDG Switzerland*
Mario Nagano *IDG Brazil*
Nicola Krapohl *IDG Germany*
Richard Coppola *IDG Germany*
Verena Loske *IDG Germany*
Katrin Elsler *IDG Germany*
Ulrich Bantle *IDG Germany*
Andreas Csaszar *IDG Germany*
Charles Corpuz *IDG Global Communications*
Felicia Williams *PC World*
Kelly Lunsford *Mac Publishing*
Charles Purdy *Mac Publishing*
Megan Matteoni *Mac Publishing*
Alonna Doucette *Network World*
Brian Smyers *IDG*

2

Kevin Cronin *ITworld.com*
David Yew *IDC Singapore*
Lian Feng Wu *IDC China*
Eric Oh *IDC Korea*
György Dragon *IDG Hungary*
Michael Mullaney *IDG Global Solutions*
John Steward *Digit U.K.*
Astrid Sloth Thusgaard *IDG Denmark*
Yoriko Yamaguchi *IDG Japan*
Tan Ee Sze *Computerworld Singapore*
Hayamalatha Suppiah *Computerworld Singapore*
Amaia Monroy *IDG Spain*
Andreas Wurm *IDG Germany*
Ulrike Goreßen *IDG Germany*
Uwe Küll *IDG Germany*
Heide Kuhlmann *IDG Germany*
Magdalena Lerch *IDG Germany*
Denise Tennie *IDG Germany*
Sabrina Huber *IDG Germany*
Katja Neubart *IDG Germany*
Annie Weissenberger *IDG Germany*
Stephanie Gutierrez *Network World*

1

Morris Levitt *Bio•IT World*
Gergõ Herpai *IDG Hungary*
Pierre-Yves Pensec *IDG Global Solutions*
Hiroshi Maruchi *IDG Japan*
Patrícia Novais *IDG Brazil*
Enrique Roldan *IDG Spain*
Julia Huber *IDG Germany*
Volker Tiemann *IDG Germany*
Katharina Dursch *IDG Germany*
Daniel Visarius *IDG Germany*
Christine Pichler *IDG Germany*
Skjell Allmann *IDG Germany*
Jun Miyamoto *IDC Japan*
Bill Blenkarn *IDC U.K.*
Sarah Godbout *IDG*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Last chance to enter the 2003 photo calendar contest!

Don't miss your opportunity to be part of the 19th annual IDG Employee Photo Calendar Contest! First, second and third prize winners will receive $250, $150 and $100, respectively. Here's how to enter:

- Submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper. Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos. NOTE: Photos will not be returned.
- **Entries must be received no later than Sept. 13.** Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. Questions? Send an e-mail to world_update@idg.com.

off line good works

PC Advisor employees pool efforts to fight breast cancer

Two *PC Advisor* employees got in the swim for charity recently. On their lunch hours and after work Subscriptions Manager **Faith Wardle** and Office Manager **Kathryn Jackson** swam 20,000 meters – nearly 1,500 lengths of their local pool — during the month of July, raising £436 (US$770) from 20 co-workers and *PC Advisor*'s subscription bureau for the Swimming For Giving: Breast Cancer Campaign 2002.

***Kathryn Jackson** (l) and **Faith Wardle** (r) swam nearly 1,500 laps and raised almost $800 for charity during the month of July.*

"It took both of us approximately 30 hours," Wardle said. "On average, 50 lengths [700 meters] an hour." Neither were experienced long-distance swimmers. Wardle grew up near the sea in Cornwall and said that although swimming was her preferred form of exercise she rarely swam more than 20 lengths of the pool at a time. Jackson, who has only been swimming for five years, grew up in the north of England and never saw the sea until she moved away.

"We both joined the gym and pool through the IDG corporate membership scheme last year," Wardle said. "We started going swimming during our lunch breaks and after work about three or four times a week, more than either of us had ever done in the past. We wanted an incentive to increase the number of lengths we were doing and thought Swimming For Giving was an ideal opportunity to push ourselves a bit further and to raise some money for charity."

She said neither had participated in a fundraising event since childhood. "Kathryn once did a 24-hour fast to raise money for Ethiopia but failed when she drank a Burger King milkshake," Wardle said.

PC World's Diane Hacker raises over $9,500 in European AIDS Ride

It rained. Then it showered. And then it rained some more. But PC World Financial Advertising Services Manager **Diane Hacker** pedaled and then pedaled some more on the European AIDS Vaccine Ride from Amsterdam to Paris earlier this summer.

"For seven days, I rode my bike through beautiful countrysides, quaint villages — and pouring rain!" she said. "I was fortunate enough to have five of my friends join me in my adventure through Europe on our bicycles. We rode together as a team, supporting each other along the way and helping out with encouragement and extra inner tubes."

Hacker raised $5,490 and was able to get $4,090 matched by IDG, bringing the total to $9,580.The European Ride raised over $3.1 million toward finding a vaccine for AIDS. "I was amazed that in these tough economic times, people still responded with the kindness and generosity that has kept me able to perform these events year after year." (This was Hacker's second ride, having done the California AIDS Ride from San Francisco to Los Angeles last summer, and participated in seven San Francisco AIDS Walks. She has raised more than $40,000 for AIDS causes.)

STOP
AIDS
NOW!
GIRO 60.30.90
www.stopaidsnow.nl

***Diane Hacker** on Day 3 of the European AIDS Ride, about 10 miles outside of Brunssum, Belgium, on her way to Namur, Belgium.*

While the terrain of the European Ride was not as challenging as the California Ride, she said the inclement weather made cycling more difficult than she could have imagined. "It was a huge drain to the spirit and determination needed," she said. "A friend told me something on the morning of what turned out to be the absolute worst day of riding. He said, 'I keep thinking that I can't do this anymore. But then I think of all of the people who wake up every morning dying from AIDS thinking "I can't do this anymore," and I get back on my bike and keep pedaling.'"

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Dave Reader *CPI*
John Richards *InfoWorld*
Ann Roskey *ITworld.com*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

9 SEPTEMBER 2002
VOLUME 32, NUMBER 29

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Pat Kenealy named chief executive officer at IDG

16-year IDG veteran succeeds Kelly Conlin, departing after 14 years

Pat Kenealy

Longtime IDG executive **Pat Kenealy** has been named CEO of IDG following the resignation of **Kelly Conlin** who had served as CEO since 1999 and as president since 1994. Kenealy, whose IDG career began in 1986 when he joined the company as founder and publisher of *Digital News* in Boston, most recently served as managing general partner of IDG Ventures in San Francisco.

"Pat Kenealy has had a distinguished 16-year career at IDG," said IDG Chairman **Pat McGovern** in making the announcement last week. "He has the experience, vision and leadership skills to continue IDG's strong revenue and market share growth in the worldwide technology media industry."

> *"I'm trying to strike a good balance between listening carefully and acting quickly."*
>
> *— Pat Kenealy*

Following his tenure at *Digital News*, Kenealy was named president and publisher, and subsequently CEO, at PC World Communications. Under his leadership, *PC World* quadrupled revenues and profits to become the world's largest circulation PC publication. Kenealy also served as head of the PC World Global Product Support Center, which supports locally published *PC World* editions in more than 60 countries.

McGovern praised the contributions Conlin has made to the company during his 14-year tenure. "IDG has been the beneficiary of Kelly's talents and dedication as the company's head for the past eight years, overseeing IDG's operations around the world, initiating many new projects and growing our revenue and market share," McGovern said.

In taking on his new role, Kenealy confirmed his commitment to IDG's decentralized structure noting, "IDG is, more than anything else, a federation of independent entrepreneurs, each dedicated to serving his or her readers, advertisers, exhibitors and clients, but all backed by a common set of corporate values and a love of the information technology industry. I am honored to work with business unit heads I know and trust."

continued on page 5

LinuxWorld attendance up as OS gains momentum in corporate settings

The eighth annual LinuxWorld Conference & Expo served as a launching pad for numerous new products as the operating system continues to gain mainstream acceptance.

Fueled by the continuing enterprise-wide adoption of Linux by such mainstream companies as Amazon.com, DreamWorks, Merrrill Lynch and Boeing, last month's LinuxWorld Conference & Expo saw attendance up 12% over the previous year's event to just over 20,000. And though the number of booths was down slightly from last year, a combination of multiple partnerships and tight budgets prompted a number of exhibitors to host partner companies in their booths, resulting in almost 70 more companies being represented on the show floor.

"The turnout at LinuxWorld exceeded our expectations, especially considering the still-challenging economic environment and the overall trend in declining trade show attendance," said **Charlie**

continued on page 5

in brief newsworthy

Mikro's small staff celebrates five years of big accomplishments

Mikro
PRIPAZITE SVOJ PC
Zaustavite:

Mikro, IDG's Yugoslav edition of *PC World* published by partner Mikro Knjiga Publishing Co. in Belgrade, marked its fifth anniversary July 1 with a well-attended press conference at which it highlighted its various achievements.

Launched in July 1997, Mikro has doubled its circulation to 10,000 — a 30% lead over its nearest rival — and boasts a folio of 164 pages, 25% of which are advertisements. Underscoring the value that advertisers place on running in *Mikro*, **Milenko Vasic**, editor-in-chief, said that total ad revenue is higher than that of their nearest competitor even though ads occupy 50% of that title's folio.

Mikro — with just 10 full-time employees (four editors, a coordinator, two marketing executives, two prepress specialists and a Webmaster) — makes good use of the IDG resources available to it. These include *PC World* U.S. copy, which typically accounts for about 50% of an issue's content, and the IDG News Service, which is a primary source of material for its three-year-old free daily IT e-newsletter — *MikroVesti* — that currently has more than 5,900 subscribers.

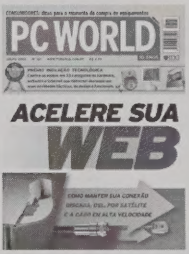
Since May 2000, each issue of *Mikro* has been accompanied by a CD containing freeware, shareware, selected articles from the magazine, a full database of *MikroVesti*, updated lists of Internet service providers in Serbia, Montenegro and the Republic of Srpska, as well as pricing information on computer equipment from local distributors.

In an effort to lure the smallest potential clients into the publication, *Mikro* has recently launched a fractional ad section that is the first of its kind in any Yugoslav publication. While revenue from this section remains low, Vasic said he expects it will grow along with the publication's clients.

(L-R): Mikro Editor-in-chief ***Milenko Vasic****, IDG International Publishing Services VP/Licensing* ***Tim Clarke*** *and Mikro Executive Director* ***Aleksandar Spasic*** *at the press conference.*

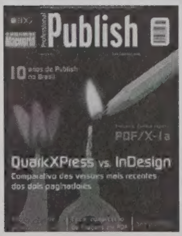
For more details contact Milenko Vasic at milenko_vasic@idg.com.

IDG Brazil marks a decade each for *PC World*, *Professional Publish*



The birthday candles burned extra bright at IDG Brazil recently, with *PC World Brasil* and *Professional Publish* celebrating their 10th anniversaries in July and August, respectively.

PC World Brasil can actually consider itself a teenager, having been born as *PC Mundo* (mundo is "world" in Portuguese) seven years earlier. During the past decade *PC World Brasil* endured the ups and downs of the Brazilian economy, which eventually caused prime competitors *PC Magazine* and *Byte* to close, and now ranks No. 2 in the market behind Editora Abril's *Info Exame*. It has a circulation of 40,000.



PCW's Web site, www.pcworld.com.br, has a large and loyal audience. Traffic in June numbered 677,000 visits, of which 269,000 were unique visitors.

The majority of the editorial content is produced locally, enhanced by product evaluations from the Brazilian PC World Test Center that works in concert with *PC World*'s San Francisco test center via an intranet.

"The Brazilian PC World Test Center is a key element to the trustworthiness of the magazine," said Publisher **Carlos Eduardo Salvato**, "Our methodology is generally the same as what the U.S. test center uses, but we add several local factors, such as price and warranty. "Our local laboratory makes it possible for local manufacturers to participate in the tests as well."

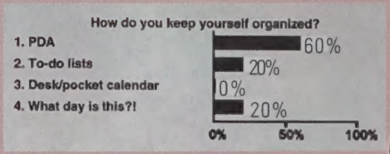
To celebrate its 10th anniversary, *PC World* introduced the Technology Innovation Award for selected products in 33 different categories. More than 2,000 readers participated in the public voting, a large enough number that editors plan a second edition of the awards next year.

Professional Publish, which changed its title from *Publish* back in January, focuses on the latest technical and graphics-related news and trends for designers, advertisers and professionals in the graphics and pre-press industries. By including both technical articles and design-related subjects, it has distinguished itself from the competition which tends to focus on one or the other. *Professional Publish*, which has a circulation of 15,000, draws on editorial support from *Macworld* in the U.S. and *Digit* in the U.K. to supplement its local content.

Professional Publish's anniversary edition included a review of the publication's history and a cover created by noted designer Roberto Weigand, who designs covers for one of Brazil's leading weekly news magazines. The cover used a hot stamping technique that results in brilliant hues and a three-dimensional effect with a raised logo of the magazine.

For more information on either publication contact Carlos Eduardo Salvato at salvato@pcworld.com.br. WU

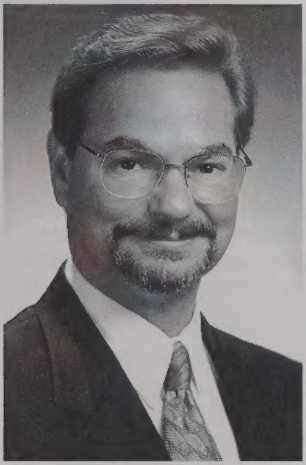
Question of the Week



The PDAs have it! Sixty percent of employees responding to last week's question on IDG World Update Online, "How do you keep yourself organized?" said they rely on those handy electronic gadgets.
Be sure to visit www.idgworldupdate.com and weigh in on this week's question:
How many hours are computer or console games played in your household per week?

executive Q and A

Jeff Edman
The president & CEO of PC World Communications is this week's columnist. Reach him at jeff_edman@pcworld.com.



> *"We sell more monthly copies at newsstands than both of PC Magazine's twice-monthly issues combined, at a price that's a dollar more. And, as Shawne Burke Pecar, our vice president of consumer marketing, likes to say, 'The newsstand never lies.' "*

Q Any early predictions about how the new fiscal year will shape up particularly in comparison with FY02?

A We should see marginal improvement in the new fiscal year with dot-com advertising coming back faster than print. The reasons for more advertising are the general improvement in the economy, pent-up demand for new PCs as old ones bought prior to Y2K need to be replaced and the fact that fewer media choices now exist since so many magazines have ceased publication. I think dot-com advertising will come back faster because of its immediacy, low price and the increasingly large amount of research verifying its effectiveness.

Q Can you talk a little about the competitive landscape for *PC World*?

A The PC-monthly class of magazines is now in its fifth year of advertising sales declines. There are three reasons for this: first, direct response/mail order vendors who once ran major advertising campaigns have either gone out of business or are pursuing Web-only advertising strategies. Secondly, Microsoft has built so much functionality into the Windows OS that utilities and other software add-on vendors (Stacker, Norton Utilities, etc.) have seen sales quickly decline and no longer promote their products. And finally, Microsoft's Office suite of applications has become such a dominant standard that once-widely advertised products like WordPerfect, Harvard Graphics, Quattro, Lotus 1-2-3, etc., are no longer promoted. These three factors have combined to cause major ad base erosion in our class of magazines.

The result, of course, is a shake-out. In years past, once-major titles such as *Windows Magazine*, *Windows Sources* and *Byte* have ceased publication. And, more recently, *Yahoo!*, *Smart Business* and *Family PC* have folded. This really leaves *PC World* and *PC Magazine* as the two strongest remaining players. Tier two would be *Computer Shopper* and *Maximum PC*.

Our strategy for the last decade has been to position our magazine as must-reading for tech-savvy business managers. This gives us applicability for a wide variety of advertisers since tech-savvy managers collaborate with IS in the enterprise to decide what gets bought, they control purchasing in small businesses where there is no IS, and they comprise the best part of the home market since they have set up expensive and elaborate home offices. Our competitor has vacillated in its positioning moving from "brand specifiers" to "make the world safe for e-business" to its current position of "we'll make you a rate deal that you can't refuse." I'm only being a little facetious here, by the way!

Has it worked? Well, our market share has steadily grown against *PC Magazine* while IntelliQuest and MRI both show us as more widely read. We also sell more monthly copies at newsstands than both of *PC Magazine*'s twice-monthly issues combined, at a price that's a dollar more. And, as **Shawne Burke Pecar**, our vice president of consumer marketing, likes to say, "The newsstand never lies."

Q What's new on the online front?

A When we started our alliance with AOL to provide them with a co-branded Web site designed to help their visitors understand and buy technology, we noticed a marked increase in traffic to PCWorld.com despite not having any links back to us from the co-brand. Apparently, AOL users exposed to our co-branded content liked it and came directly back to us the next time they needed information. Knowing this, we want these new users to have the best possible experience with PCWorld.com so that they'll return and stay longer.

To that end, we will be undertaking a redesign late this year to incorporate the award-winning design elements present in the print publication onto the Web site. Further, we will be adding a Tools feature where users can get real-time diagnostic information about the status of their system. Some re-architecting of the site is also taking place to increase stability and reliability. Interestingly, PCWorld.com actually exceeded its ad sales quota this year, and we expect next year to be even better.

Q What are your goals for the magazine during FY03?

A Our advertising sales goals for print are of course to make quota but also to take enough space away from *PC Magazine* that it will reduce frequency from 22 to 12 times per year. On the dot-com side, we hope to increase our site-wide CPMs and sell new advertising to take advantage of our ever-increasing traffic levels. On the circulation front, we want to maximize newsstand sales and replace some of our agent subscription business with subscribers generated from direct mail who tend to renew better and represent more profit for us in the long term. And, corporately, we will keep a close eye on expenses (as always!) and adhere to the 10 Corporate Values that have made IDG the greatest corporation in technology publishing, research, trade shows and communications.

IDG Games Media white paper reflects strength of game marke

Defying the rest of the IT sector, the gaming industry went great guns in 2001. And now the biggest guns in the industry are taking aim at each other in the battle for consumer dollars in 2002.

According to IDG Games Media Group's 10th annual White Paper, "Scaling New Heights – The Ascent to Market Dominance," Sony, Nintendo and Microsoft are all looking to gain a larger slice of the mass market by way of price cuts. For example, all three recently slashed the prices of their PlayStation 2, GameCube and Xbox console systems to US$199 or less. Software makers are expected to release strong lineups of new games to take advantage of console sales, with peripherals makers and retail outlets also looking to strengthen their bottom lines.

"The recent console price cuts will accelerate consumer purchasing of all three console systems, positioning the electronic video games market for its biggest sales year ever," said **John Rousseau**, president and CEO of IDG Games Media Group and publisher of *GamePro* magazine. "This year's report is truly a 'must have' for every professional in the electronic entertainment industry."

The White Paper targets video game publishers and developers, gaming-related media, ad agencies and venture capitalists who use it in their business plans. It also allows Games Media to stay close to its customers and deepen its research of the games market. Two thousand copies of the $249.95 report were printed.

> *"The fact that the home video game industry has surpassed that of the movie box office in just a decade is an indication of the energy that permeates through this entire field."*
>
> *- Francis Mao, senior vice president, IDG Games Media Group*

Over the course of eight weeks Rousseau, VP and Editor-in-chief **Wes Nihei** and Senior VP **Francis Mao** conducted in-person and phone interviews with more than 40 experts in the gaming field, resulting in candid assessments and insider outlooks on such critical areas as the dedicated console, handheld, and PC markets; online gaming; the evolution of the market and more.

While 2001 was a year in which the gaming industry grew a whopping 21%, White Paper participants were not completely optimistic about all facets of the industry. PC gaming is stagnant for the fifth year in a row with console systems accounting for an ever-growing share of the market. A workable business model for online gaming remains elusive. Despite the huge success of Rockstar Games' ultra-violent *Grand Theft Auto III*, the industry continues to face societal disapproval over the violent content of some games (a U.S. federal district court ruled that games do not comprise the type of speech protected by the U.S. Constitution's First Amendment).

MICHELE THOMAS

*(L-R): **Francis Mao**, senior VP of editorial and creative services; **Janice Fairlee**, executive assistant to the president/CEO; **John Rousseau**, president and CEO/publisher; **Kristin Shackelford**, director of administration; and **Wes Nihei**, editor-in-chief. Fairlee and Shackelford served as co-project managers of the White Paper.*

The 2002 White Paper also has an expanded research appendix, offering comprehensive charts and market data on the gaming industry from Wall Street investment firm Gerard Klauer Mattison and research firms DFC Intelligence and Teenage Research Unlimited.

"After 10 years of interviewing industry leaders for the White Paper project, I am continually impressed that the electronic entertainment market continues to grow by leaps and bounds in terms of technology as well as market support," Mao said.

"The fact that the home video game industry has surpassed that of the movie box office in just a decade is an indication of the energy that permeates through this entire field and the excitement and surprises that are in store for the next 10 years."

"Scaling New Heights" is available online at www.gamepro.com/mediakit/properties_index.shtml. For more information, contact GamePro Marketing Manager **Sherry Pedrin** at spedrin@gamepro.com. WU

U.S. teen boys a market to be reckoned with

In IDG Games Media's 2002 White Paper market research firm Teenage Research Unlimited offered some statistics on the 16 million teen boys in the U.S. in 2001, most of whom play video games:

- 71% own a computer, 76% own a home video game system, 54% a portable game player, 12% an electronic organizer.
- They spend an average of five hours a week playing video games (teen girls average just over one).
- Teen males spend an average $91 per week.
- Teens in Western U.S. bought 3.5 games per teen per year, the most in the country; those in the North Central region bought fewer than one, the least in the country.
- The Internet is "in" (seven hours per week on average); arcade video games are "out" (one hour).

Picks and pans

IDG Games Media Group polled its 2002 White Paper industry participants for their thoughts on the gaming industry's best and worst in 2001.

Best console game: Grand Theft Auto III
Best PC game: The Sims
Best online game: Everquest
Company with the best performance: Sony
Most innovative marketing or sales program: Microsoft
Best retailer to work with: Electronics Boutique
Most difficult: Kmart.

Week of September 9, 2002

President/CEO, InfoWorld (IFW)
The President/CEO InfoWorld Media Group will report to IDG's Executive Committee and be responsible for the leadership, development and management of InfoWorld. The President will have full P&L responsibility and will lead the InfoWorld team to increase the company's revenue and profit through successful management of its current products, including a weekly newspaper, online site and conferences and the development of new products, specifically business information services for IT leaders. The successful candidate will be a seasoned business publishing and information services executive with demonstrated leadership and ability to deliver superior results. This individual will have in-depth understanding of the business computing markets, comprehensive knowledge of the broad array of information services/products and how they can be effectively integrated to provide technology suppliers with compelling marketing programs and technology buyers with high value editorial and related content products. Individual must also be able to thrive on the challenges of growing the organization and managing in a competitive, decentralized environment. ***Location: San Francisco – CA***
Contact: S. Brown, Email: susan_brown@idg.com

Customer Service Coordinator (CWI)
Computerworld is looking for a Customer Service Coordinator to join its Strategic Programs and Events Group. Primary functions include management/execution of customer outreach programs and audience development campaigns; coordination of conference rooming lists; joint on-site registration coordination for systems, contract staff, materials; on-site customer service management and front-line staff member for all attendee issues; on-site cashier and registrar for financial transactions; administration of data-driven e-commerce registration system; coordination of registration system parameters with live website; administration of online registration and accounting reconciliation; management of customer service calls into conference line; processing sponsor/exhibitor contract and block registrations. Strong Verbal and Written Communication skills required. Attention to detail critical. Strong Customer Service Skills required. Travel required. Familiarity with Word, Excel, and PowerPoint required. Experience in dealing with hotel rooming lists a plus. Conference Operations or Customer Service Experience a plus.
Location: Framingham – MA
Contact: Email: jobs@computerworld.com

Regional Sales Manager, CSO Magazine (CXO)
CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco to cover sales for the Western US territory. Reporting to the Publisher, this position will be responsible for establishing an integrated advertising base for CSO Magazine (Chief Security Officer) focusing on the security industry. Specific responsibilities will include direct sales, developing effective sales presentations, support tools and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech and/or security markets, extensive contacts in the broad IT industry, well-established contacts and experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. ***Location: San Francisco - CA***
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Marketing Specialist (IFW)
InfoWorld Media Group is seeking a Marketing Specialist, Market Intelligence to play an important role supporting research and marketing activities. The individual in this role will be responsible for servicing syndicated research requests and assisting research in a variety of capacities, including the development/coordination of surveys and presenting study results. This position will also entail some administrative work, with an occasional shift of focus, as needs dictate to help personnel in marketing and/or events with various projects. Candidates should be excellent at multitasking and comfortable working in a team environment. Familiarity with Microsoft Word, Excel and PowerPoint is essential. Requires a minimum of at least 2 years of experience or exposure to the technology industry, preferably from a technology vendor, an ad agency responsible for high tech accounts, a media/publishing firm or a market research organization. Familiarity or background with syndicated research, marketing, events/trade shows and/or the trade publishing business would be a plus. **This position will be based in San Francisco.**
Contact: Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

SHARON CORDESSE

First-time attendee Penelope Copyleft says hello to IDG Chairman ***Pat McGovern*** *at last month's LinuxWorld Conference & Expo. Penelope, a friend of Linux mascot Tux, stars in her own comic strip (see the Show Attractions section at www.linuxworldexpo.com). The plush penguin is the brainchild of LinuxWorld Conference & Expo Marketing Manager* ***Debbie Strauss****, Public Relations Director* ***Brooke Selby*** *and Senior Public Relations Coordinator* ***Beth Wickenhiser.*** *The latter pair took turns donning Penelope's costume and mingling with attendees.*

LinuxWorld

continued from page 1

Greco, president & CEO of IDG World Expo. "Conference sessions were very well-attended, and the show floor was busy from opening right up to closing." And, according to World Expo's LinuxWorld attendee demographics, some 35% of this year's attendees have IT budgets in excess of $500,000, a number that continues to rise year-on-year.

Among the keynote speakers who addressed capacity crowds were Scott McNealy, chaiman & CEO of Sun Microsystems; Larry Ellison, chairman & CEO of Oracle Corp.; Sergey Brin, co-founder & president, technology at Google, Inc.; and Douglas Elix, senior VP & group executive, IBM Global Services.

A new Linux Around the World series highlighted the progress Open Source technologies are making in regions such as Africa, Asia, India and South America. And the LinuxWorld Rookery, the event's showcase for new up-and-coming companies and first-time exhibitors, featured its largest lineup to date with 28 exhibitors from 12 countries.

A perennial crowd favorite, the Golden Penguin Bowl, provided attendees with an hour of entertainment as industry luminaries squared off in a Geeks vs. Nerds test of their knowledge of Linux/Open Source, IT, science fiction and other quirky topics.

The ninth edition of the bi-annual LinuxWorld Conference and Expo will take place Jan. 21-24, 2003, in New York.

SHARON CORDESSE

IDG World Expo staff surprised IDG Chairman ***Pat McGovern*** *with two large cakes and a lit banner wishing him a happy birthday at LinuxWorld Conference & Expo. Attendees were invited to share in the fun. Above,* ***Rob Scheschareg****, VP of sales, marketing and business development (left) and President & CEO* ***Charlie Greco*** *flank McGovern prior to cutting the cake.*

For more information, contact IDG World Expo Director of Public Relations **Brooke Selby** at brooke_selby@idg.com. WU

During the Golden Penguin Bowl, industry luminaries vie to correctly answer questions such as:

How many transistors can be found in a p4 processor? (Answer: 42 million).

Food or poison? $KC_4H_5O_6$ (Answer: food — cream of tartar).

Kenealy

continued from page 1

In his first day on the job, Kenealy told *IDG World Update* that he hoped to increase both the independence and the accountability of IDG's business unit managers, and that he came to the job ready to listen to the business unit managers who "know current customer needs better than I do.

"My job is to watch the forest, not the trees: to prevent small fires from becoming big ones and to encourage our business units to identify and exploit new growth opportunities," he said.

Asked about his top near-term priorities, Kenealy listed three.

- Ensure IDG's U.S. enterprise publications — *Computerworld*, *InfoWorld*, *Network World* and *CIO* — have the right leadership, focus and funding to succeed.
- Re-establish a more direct relationship between the technologies and countries IDC identifies as hot, and the media and expo products IDG develops for the future, and to fund some of the resulting proposals.
- Focus on professional development, recruiting, and succession planning at the business unit manager level to build the "bench strength" of our company.

Commenting on the current challenges facing the industry and IDG, Kenealy noted that in his 16 years with the company he has been through three major IT spending cycles. "Right now we've survived a 'perfect storm' combining a downward IT spending cycle, a downward ad spending cycle and a soft U.S. economy. When those cycles start to turn — and they will — IDG will emerge stronger than ever."

Lastly, Kenealy said, "I'm trying to strike a good balance between listening carefully and acting quickly. My door and e-mailbox (pk@idg.com) are always open to all employees, and great ideas and legitimate complaints are equally welcome!"

Kenealy, who will attend this week's Worldwide Managers Meeting, will maintain offices on both the East and West coasts. WU

IDG News Service journalist gets first-hand glimpse of North Korea

Tokyo Correspondent Martyn Williams joined select group of media representatives on tour

IDG News Service correspondents are based in 10 countries and their travels take them to many more, but Tokyo Correspondent **Martyn Williams** recently visited one locale that is rarely on any journalist's itinerary: North Korea. Williams was the only tech journalist among a dozen international media representatives who spent four days in the capital, Pyongyang, in May.

*IDG News Service Correspondent **Martyn Williams** spent most of his time in North Korea under the watchful eyes of his tour guides, Mr. Lim and Mrs. Lee, and seldom far from photos of the country's leader, Kim Jong-il, or late president Kim Il Sung.*

The trip came about through a contact Williams had made a while ago in Beijing. The Pan-Pacific Association of Korean Nationals is a North Korean-government-backed organization in Beijing that promotes trade links with North Korea and other countries. Williams found out about a trip the group was arranging for reporters to observe Arirang, a massive games festival involving 100,000 performers in the May Day Stadium in Pyongyang.

The group's four days and three nights in the capital were, in general, tightly orchestrated by their hosts. The journalists did manage to get a trip to a needlework museum changed in favor of a ride on the Pyongyang subway. Williams passed by a computer programming school for children during one of their walking tours and was able to "persuade" (i.e., bribe) his guide to taking him back there the following day. That trip resulted in one of two News Service stories – the other was on North Korea's budding cellular network – he filed from North Korea.

"The main reason I wanted to go on the trip was to get a feel for the country and learn more about it to give subsequent stories more of an air of authority," said Williams, adding that in Asia, any news about North Korea is a big story.

Despite the well-planned schedule, Williams said the group seemed to have more freedom to move around than did previous journalists they had spoken to. For example, no one stopped them from leaving the hotel on their own. Williams talked about some of his impressions:

"There are few cars in Pyongyang, but the cars you do see are almost all very new Mercedes. Most people walk although there are a few trams and buses running along the main routes in the city. At night time, the city is very dark with many street lights switching off at 10 p.m. because of power shortages, but because of this and the lack of cars, you can see a tremendous amount of stars. The air is also very clean.

"Everybody wears badges with a picture of either Kim-il Sung or Kim Jong Il (The Great Leader and Dear Leader, respectively) and their portraits can be found in many places. They take this very seriously and anyone doing something as innocent as throwing away a piece of paper with the Great Leader's portrait on it can get into serious trouble.

"We traveled down to Panmunjon and the border with the South. It was a weird experience being just a few meters from South Korea but knowing that there was no way to cross without returning to Pyongyang, then Beijing. The South Korean and American soldiers at the border paid great interest to us, turning up on the Northern side, and I imagine we were photographed many times by both sides.

"Along the road to the border, a journey of about two hours, we passed maybe 10 cars — people cannot travel into the area without special permits — and got a chance to see some of rural North Korea — which consisted of farming villages where almost everything was done by hand. A few lucky farmers had oxen, and we saw but one tractor.

"It's difficult to tell whether the people were happy or not. They would certainly never tell if they were not happy, but in one way we got the feeling they were largely content because they simply did not know anything about the outside world. Society is so controlled that there is no way to listen to the BBC World Service or Voice of America, no foreign TV, no foreign newspapers or information of any kind, except what the government wants you to know and that is usually centered around wars, strikes, worker unrest and social problems in the West."

For more information, contact Martyn Williams at martyn_williams@idg.com. To view the stories Williiams filed for the News Service, go to www.idgns.com and search under "Pyongyang." You may request a login and password online.

What's on tap?

IDG News Service Tokyo Correspondent **Martyn Williams**, who grew up in a suburb of London, recalled this particularly memorable exchange:

"One of our guides, Mrs. Lee, loved talking to us about our countries and about her country, of which she was truly proud. At one point we almost fell over when she told us she heard every house in England has a faucet for beer alongside the hot and cold water. We all agreed it was a superb idea but was, unfortunately, not true. We later realized she has misunderstood when someone previously told her beer was served 'on tap' in the U.K."

noteworthy people

Tasker

IDG WORLD UPDATE
Bernardi

IDG WORLD UPDATE
Linsalata

IDG WORLD UPDATE
Fabbrucci

IDG WORLD UPDATE
Burstyn

New employees

Matthew Tasker has joined *PC Advisor* U.K. as advertisement director from a previous role as head of sales for all VNU's PC titles in the U.K. Matthew comes to IDG with a wealth of knowledge and experience of the U.K. PC media market and will be reporting directly to Publisher **David Fernando**. "This is a great signing for IDG," said Fernando. "Matt has a good reputation in our market and will be a huge asset to the team as we move into FY03."

Handling CXO Media's accounts payables, expense accounts and forecasting is new Finance/Operations Analyst **Chris Bernardi**. He was previously a financial analyst with EDS and has a B.S. in finance from the University of Massachusetts/Lowell. Away from the spreadsheets he enjoys skiing.

Inquiry Analyst **Dave Linsalata** joins IDC Framingham where he will act as a primary resource for client inquiry, research and service-related requests. He was previously a software developer with Imprivata, a biometric security startup firm. He graduated from Georgetown University in Washington, D.C., with a B.A. in English, minoring in computer science and psychology. Away from his desk he enjoys playing Ultimate Frisbee, golf and tennis.

Julie Fabbrucci joins IDC Framingham as an associate marketing specialist with the Global Access Group. She was previously a marketing intern with SensAble Technologies, assisting the director of marketing communications. A recent graduate of Wellesley College in Wellesley, Mass., with an M.A. in international relations and French, she enjoys travel, ballet and modern dance and playing the violin.

Returning employees

Previously vice president of IDC's Communications Consulting group until earlier this year, **H. Paris Burstyn** returns to Framingham as program vice president with the Global Access Group, which comprises three subscription products that provide clients with ability to ask questions across all the IDC expertise areas. He holds a B.A. in molecular, cellular, and development biology from the University of Colorado; an M.S. in microbiology from Rutgers University; and an M.S. in science communications from Boston University. He swims on a local Masters team and competes in U.S. Masters Swimming sanctioned meets. He is delighted to return to IDC: "Like Joni Mitchell said, 'You don't know what you've got till it's gone.'"

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

John Gallant *Network World*

17

Ritva Kokkonen *IDC Finland*

16

Janet Glynn *IDG*

15

Gary Beach *CXO Media*

13

Debra Bernardi *IDC*
Tina Ölschlager *IDG Global Solutions*

10

Susanne Arildsen *IDC Denmark*
Donna Moschella *IDG World Expo*

9

Cheryl Talamini *IDG*

8

Kathryn Marston *CXO Media*
Stephen Daniels *Mac Publishing*
Radiance Tan *Computerworld Malaysia*
Michal Kreczmar *IDG Poland*

7

Carol Zarrow *CXO Media*
Aldona Rekawek *IDG Poland*
John Jones *IT World Canada*

6

Bette Amaro-White *Network World*

5

Terri Haas *CXO Media*
Todd Datz *CXO Media*
Nancy Weil *IDG News Service*

4

J.O.S. Svendsen *IDG Denmark*

3

Christoffer Gullestrup *IDC Denmark*
Nicola Mandow *IDG New Zealand*
Daniel Bergsagel *IDG Denmark*
Jan Hendry *IDG Denmark*
Naoki Morimoto *IDG Japan*
Masako Nagae *IDG Japan*
Frank Maier *IDG Germany*

2

Bill Clough *IDC Denmark*
Hanna Åhrlin *IDC Sweden*
Kevin McMillen *Network World*
Timothy Johnson *Network World*
Fiona Rotherham *IDG New Zealand*
Tan Lee-Yong *IDC Singapore*
Philip Hassey *IDC Australia*
Yi Feng Song *IDC China*
Masato Tateno *IDG Japan*
Josephine Teow *Computerworld Singapore*
Alejandro Lopez *IDG Spain*
Ivan Tejero *IDG Spain*
Susan Bell *GamePro*

1

Andreas Nordgren *IDC Sweden*
Lawrence Surtees *IDC Canada*
Melissa Chong *IDC Malaysia*
Jacob Withey *Digit U.K.*
Brian Woodrow *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

HRSD West moves to San Francisco on Sept. 23

Human Resources Services
Division (HRSD) West
501 2nd Street
5th floor
San Francisco, CA 94107

VP of HR **Sue Murphy**
tel: 415-978-3173
HR Manager **Su-Tsen Wu**
tel: 415-978-3261
HR Representative **Lisa Hess**
tel: 415-978-3273
HR fax: 415-978-3277

off site after hours

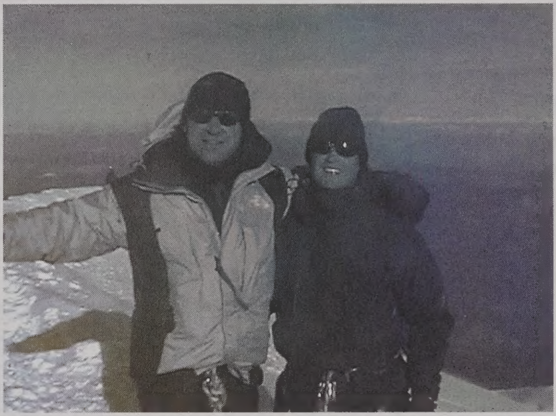
Macworld U.K.'s Guy Eaton takes on Mont Blanc — and wins

While having a successful career can take a person to new heights, that's usually measured in terms of personal growth, not the distance above sea level. Since reaching the summit of Mont Blanc in France last month (4,807 meters, or 15,771 feet), *Macworld* U.K. Publisher **Guy Eaton** can now lay claim to both.

Eaton and Andy Eakins, managing director of the networking and telecom company Hermstedt U.K., have become friends over the course of more than a decade of doing business together. They had talked about going on a climbing expedition ever since Eakins had attempted a Mont Blanc ascent two years ago but was defeated by blizzards and high winds. One slight hurdle for Eaton: he had walked and climbed throughout England, Scotland and Wales but never before in the Alps and not at such a high altitude involving snow, ice and glaciers.

Nonetheless, Eaton took on the challenge of preparing to climb Europe's highest point, adding extra mileage to his weekly runs and more time on leg machines at the gym to his regular exercise routine, which also includes cycling to the office weekly. Once in the Alps, Eaton, Eakins and their guide spent three days climbing other peaks and sleeping in high mountain huts to acclimatize (altitude sickness keeps many hikers from reaching the top) before venturing up the Mont Blanc Massive. After the second night on the mountain, the trio set out from the Gouter hut (3,800 meters; 12,467 feet) at 2:45 a.m. into winds of more than 50 miles per hour.

***Guy Eaton** outside the Tete Rousse hut at dawn (2,800 meters; 9,186 feet).*



*Andy Eakins (left) and **Guy Eaton** at the summit.*

Eaton called the ascent "long and varied. While it's not overly technical, you do have to concentrate on certain sections." As dawn broke, the summit was still 2,000 feet above them, but they pushed on despite strengthening winds and made it to the top.

"We were very fortunate with the weather; many people don't make the summit on the first attempt for that reason," Eaton said. "Reaching the top is amazing. Even 100 feet away, you don't take it for granted that you will make it. Once there, the sense of elation is incredible."

Eaton said he hasn't decided what climbing venture will be next, but it could be something steeper and more technical – "perhaps the Matterhorn?"

For more information, contact Guy Eaton at guye@idg.co.uk. WU

Deadline for Photo Calendar Contest extended to Sept. 27

There are now two extra weeks to submit photos for the 19th annual IDG Employee Photo Calendar Contest. The top three winners will receive $250, $150 and $100, respectively. A quick recap of the rules:

- Submit up to two color or black-and-white prints or 35mm slides. Photos taken with a digital camera must be printed on photographic-quality paper.
- Photos may be vertically or horizontally oriented but no panoramic-width photos can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. A business card taped to the back of your photo(s) works well. Be sure to include a title for your photo. Please do not write directly on the back of the photos.
- Entries must be received no later than Sept. 27. Photos will not be returned. Please send photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A. The full rules appear in the Announcements section of www.idgworldupdate.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Brooke Selby *IDG World Expo*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

16 SEPTEMBER 2002
VOLUME 32, NUMBER 30

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG World Expo plans security event for '03

INTEGRATED SECURITY™
CONFERENCE & EXPO

Early last month IDG World Expo announced that it will launch the invitation-only Integrated Security Conference & Expo in Washington, D.C., June 3-5, at the Ronald Reagan Building and International Trade Center.

The event will be the first to offer comprehensive education and exposure to the complete array of essential IT and physical security products, policies and procedures necessary to create an integrated security infrastructure.

For more details go to www.integratedsecurityexpo.com.

IDG unveils new publications in U.S., Denmark

CXO Media's *CSO* targets top security executives

CSO
LET'S TALK
Because success depends on playing well with other key executives, learn how (and with whom) to talk turkey in The CSO's Guide to Strategic Shmoozing

While other U.S. IT publishers are closing publications left and right, IDG emerges front and center this month with the launch of *CSO* magazine, a monthly publication from CXO Media, Inc. that targets chief security officers (CSO) and other top security executives. It is the first magazine geared exclusively to the executives who create and control the budgets for security as well as manage and enforce security policies.

"CSO magazine will serve as a compass to security executives and business leaders who today face information and physical security threats unprecedented in our history," said CXO Media President/CEO **Joe Levy**. "The magazine's goal is to underscore the need for dedicated security personnel,

continued on page 4

Biotech Denmark targets industry that's at critical mass

BiotechDenmark
Mus og mænd

Arne Steinmark is a man whose time has come. He studied molecular biology in college, and while he went on to a career in IT journalism, the thought of a biotech publication was never far from his mind. Now he is editor-in-chief of *Biotech Denmark*, IDG's September addition to its stable of bio-IT magazines in the U.S., Australia and Sweden.

Steinmark said he believes that the biotech industry has reached critical mass in the "Medicon Valley" (from greater Copenhagen to Skane in southern Sweden; an area with close geographic and cultural ties to Denmark). The region is home to 60% of Scandinavian pharmaceutical companies and has one of the fastest growth rates for life-sciences

continued on page 4

ITworld.com signs partnerships outside the IT arena

Diverse client base sought for Web-based marketing solutions firm

ITworld.com has seen its future, and the two new partnerships it signed last month with Forbes.com and *Sales & Marketing Management* prove that the future is now. The business unit based in Southborough, Mass., has emerged as the pioneer of integrated Webcast marketing services, and beginning with these partnerships is now expanding its partner network beyond IT. ITworld has evolved into a Web-based marketing solutions company that accelerates the lead-generation process driving sales and business growth for a wide range of partners and their customers.

ITworld has a trio of products that all aim to provide marketers with high-quality leads: the award-winning Web site that serves IT professionals; a proprietary Webcast platform and complete package of production and marketing services; and the Lead Evaluation and Delivery System (LEADS) that gives marketers a single point of entry to gather, track and manage leads from any Web-based marketing program (see *IDG World Update*, Sept. 2). During the past three years, ITworld.com has produced more than 600 Webcasts in partnership with IDG publications such as *CIO*, *InfoWorld* and *Network World* and directly for companies such as IBM, Microsoft, Compaq, Cisco, Dell and 3Com.

"We have received such positive feedback from Webcast partners, customers and viewers that it confirmed what direction [Web-based marketing services] we should head in, and that there is real opportunity for growth beyond IT," said VP Marketing and Audience Development **Ann Roskey**. "There's a growing trend among publishers of all

continued on page 5

> *"We selected ITworld because of their superior Webcast platform and services, their understanding of the publishing business and their solid reputation as the pioneer of on-demand Webcasting."*
>
> *-- Art Golden,*
> *VP of business development,*
> *Sales & Marketing Management*

in brief newsworthy

CW Norge grabs top ranking in trade publication ad revenue

For 20 years the business magazine *Kapital* led the Norwegian trade-publication market in terms of advertising value. According to independent market research firm Nielsen & Nielsen, *Computerworld Norge* recently knocked *Kapital* from its accustomed perch, jumping from third to first, in terms of gross advertising revenues before discounts.

IDG Communications Norge Managing Director **Morten Hansen** called this "a tremendous achievement and a fantastic position for the future." He attributed the No. 1 ranking to the business section launched two years ago in the Wednesday edition of the twice-weekly publication. This, combined with some recent financial difficulties at *Kapital* caused by the general advertising recession, brought about an increase in *CW Norge*'s marketshare.

There are 25 trade publications in Norway, five of which cover IT. Launched in 1983, *CW Norge* has a circulation of 24,500 and has been publishing editions on Wednesdays and Fridays for four years. The Wednesday edition has a strong IT business focus, while Friday's is more IT news-oriented. The Oslo-based publication's editor-in-chief is **Morten Kristiansen**, and the sales manager is **Per Morten Amundsen**.

IDG Sweden creates new company, absorbs biotech competitor

IDG Sweden entered into a joint venture agreement recently with E&T Förlag that established a new publishing company, Biotech Sweden AB, that will offer high-quality magazines focused on business, science, technology, product and service news for the Swedish life sciences market. The new company will be 70% owned by IDG Sweden.

As part of the agreement, IDG's *Biotech Sweden*, which debuted in April, and E&T's *Biotech Världen* have been merged into the single title *Biotech Sweden*. The print run will remain at 20,000 with distribution mainly through controlled circulation as well as selected newsstands. **Fredrik Bernsel** will continue as editor-in-chief of *Biotech Sweden*, and IDG Sweden will be responsible for sales and marketing.

While the two magazines were competitors, E&T's title had been slightly more focused on business analysis, and *Biotech Sweden* debuted with a broader industrial angle: business coverage plus science news, new technology, new products and services news. Bernel plans to increase the magazine's coverage of biotech –related business and finance news.

According to IDG Sweden Business Developer **Sven-Erik Remmare**, although the publications' subscriber lists were similar, the merger has brought IDG Sweden the potential for many new advertisers. He said the market has welcomed the deal, as advertisers as well as readers had not been able to differentiate between the two publications.

For more information contact Sven-Erik Remmare at sven-erik.remmare@idg.se.

CW/IW support center publishes brochure, launches Web site

Global Product Support Center
Computerworld/InfoWorld

Despite it being a long row to hoe, the first Computerworld/InfoWorld Global Product Support Center (GPSC) brochure came to fruition in July. It took **Ingrid Breitenberger** six long months to produce the brochure. And no wonder. Computerwoche Verlag's product development manager had to collect contact information for approximately 400 IDG employees, as well as media information — from frequency to physical size and auditors to URLs — on each of the 47 publications in the CW/IW product line in countries ranging from Australia to Venezuela.

July also saw the launch of the CW/IW GPSC Web site at www.cwiwgpsc.com. Functioning as a place of discussion and news and information exchange, the site is "a virtual meeting point" for all CW and IW employees, Breitenburg said. The site's structure and features were based on a survey of CW/IW employees conducted last year.

Despite the inherent difficulties in collecting all the data, the 26-page brochure is the first for the CW/IW product line. (There is a similar brochure for the ChannelWorld GPSC, also produced under the auspices of Computerwoche Verlag.) An internal information aid produced in lieu of this year's cancelled CW/IW product line meetings, it gives the employees of the publications a global overview of the CW/IW line. "We wanted to show in which countries *Computerworld* and *InfoWorld* are produced," Breitenberger said. "We also wanted to give some media information and detailed contact information about the employees who are working for the two products."

The Munich, Germany-based support center printed 7,500 copies of the brochure, sending them to all CW or IW business units, as well as the London, Latin America and Asia offices of IDG Global Solutions. Breitenberger said feedback has been positive and that she plans to produce the brochure yearly.

For more details contact Ingrid Breitenberger at ibreitenberger@computerwoche.de.

Question of the Week

Are IDG-related video gamers really this low-key?

In response to last week's IDG World Update Online's Question of the Week, "How many hours are computer or console games played in your household per week?," 50% of respondents said zero to two hours, 17% said three to five hours and 33% said five or more hours.

Point your browser to www.idgworldupdate.com and share your opinion on this week's question:

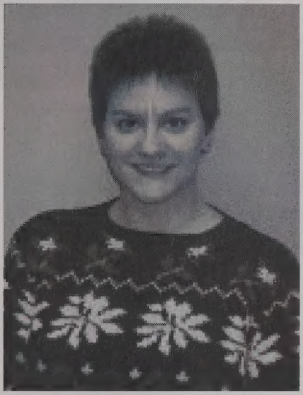
"What was your favorite subject in school?"

primer

back to basics

Editorial Style

***Nancy Weil** is the assistant news editor for the IDG News Service. She may be reached at nancy_weil@idg.com. View the News Service at www.idgns.com.*



Style resources

Nancy Weil makes the following recommendations for those who need help with either back-to-basics grammar or general style guidelines:

The "AP Stylebook" and "The Elements of Style," of course. "Woe is I," by Patricia T. O'Conner, "Lapsing into a Comma," by Bill Walsh, the witty copy desk chief for the *Washington Post* business desk, and "A Dictionary of Modern American Usage," by Bryan A. Garner.

As far as IT journalism style guides, Bill Walsh's book covers a lot of our terrain. Constance Hale has written some good books ("Sin & Syntax," for example) related to the Internet, technology and style. And, I must say with no humility at all, that our guide, which I spent an age rewriting, is an excellent reference. We redid it because there wasn't anything out there that provided us with what we needed. So we did it ourselves. If you would like a copy, just e-mail me at nancy_weil@idg.com.

Q How did you get to be the IDG News Service Style Goddess?

A I love words, language and writing. I strongly believe that we need language nags (Style Nag is another of my titles, and there are others, but we shouldn't go there) who will fight to preserve proper usage and style, who will insist that "impact" is not a verb, no matter what misguided dictionaries say.

Q How do "copy editing" and "style" fit together? What's the difference?

A Copy editors read stories with more than style issues in mind. Copy editing involves making sure the words flow, questioning parts that don't flow, questioning information that seems off, looking for misspellings, typos, style errors and other weirdness. Making sure copy adheres to our style guidelines is one part of copy editing.

Q What is a style guide, for the uninitiated? Why does the News Service have one?

A A style guide is, uh, a written guide to style and usage. In the U.S., the most-used guide is "The Associated Press Stylebook and Briefing on Media Law," but major newspapers – and some minor ones, too – have their own style guides.

The News Service has its own style guide because AP doesn't cover all of the areas for which we need guidance, including how to deal with technology terms. We also have an international audience, so we have to do some things differently. For instance, we don't abbreviate U.S. state names and political designations that wouldn't be understood by non-U.S. readers. Plus, the industry we cover moves a lot faster than the AP guide is rewritten, so we update our guide more than they are able to update theirs.

Q How quickly does language and usage change? Do you consider yourself on the forefront of these changes or a conservative holding the fort against linguistic invaders?

A Language and usage change more quickly now than in the past because there's just so much more media out there. A lot of what passes for "newswriting" is crud and so more crud seeps into usage. That's not to say that change is bad. Like everything else, language evolves, and I embrace that evolution. On the other hand, we don't have to allow "impact" to be used as a verb.

I'm on the forefront of some changes. Some cool words have been added to the language in recent years as a consequence of the Internet phenomenon. I like those words — "cyberpunk" and "blog" are two of my favorites. But despite my progressive leanings, I can be a real language fuddy-duddy and, by golly, I am proud of it! Linguistic invasion should be resisted when the invaders bring ugly, meaningless words into use, when perfectly good words to say the same things already exist.

Q How much input does the writer of a story have if you make substantial changes?

A I try to not make substantial changes myself. I hope that all of our editors try to avoid making substantial changes. Because we're a newswire focused on breaking news there are times we have to make substantial changes just to get a story out quickly, but that should always be done in collaboration with the writer. It's important to not let writers feel that they've lost control of stories. I hate that when I'm writing.

Q What are the top five style malaprops that drive you crazy?

A These are not in any particular order; they're just the five for today. Tomorrow the list will probably be different, except for the first one!

1. "Impact" as a verb. It is NOT a verb. It is a noun. ("Sales have an impact on revenue," not "Sales impact revenue.")

2. The words "duo," "trio" and "quartet" should be used only to describe musical groups and not as a synonym for "two," "three" and "four."

3. The ongoing confusion about when to use "that" and when to use "which." The rule is simple: if you drop the clause and the point of the sentence stays the same, "which" should be used. If you can't drop the clause and keep the point, "that" is correct. Also, "which" clauses are set off by commas. "That" clauses are not.

4. I'm bugged when our writers make references to seasons because we have readers in both hemispheres, so seasonal references don't translate. Along those lines, use of slang that isn't going to be understood outside of the U.S. is another vexation. This type of issue is a big style concern for us.

5. I am flummoxed that most journalists I've ever encountered are utterly incapable of knowing when it is daylight saving (note that there is no 's' on the end) time and when it is standard time. Seeing that mistake in copy makes me tear my hair, which explains a lot about my hair.

Poll queries CSOs on sources of threats

In conjunction with the launch, *CSO* conducted an online poll of 1,000 CSOs and security executives that revealed 59% of CSOs believe electronic attacks, such as viruses, pose the biggest concern to their company over physical attacks (8% of respondents) or electronic attacks with physical consequences (3%). Nearly half (49%) anticipate a major cyber attack by a terrorist organization will happen within the next three months to a year, with only 7% saying it will never happen.

CSO

continued from page 1

build a high-level community of trust among the growing ranks of CSOs and share the tools and techniques they need to make smart decisions and wise investments."

CSO magazine has a controlled circulation of 25,000 CSOs, chief information security officers and other executives who are responsible for directing security strategy and purchasing at their companies. More than 60% of subscribers work in large organizations (1,000-plus employees). In addition to the magazine, the CSO product line includes www.csoonline.com (launched in April 2002), custom publishing products, the CXO Media Executive Policy Forum™ series for government and industry networking, and other *CSO* face-to-face events to come.

Under the leadership of Editor-in-Chief **Lew McCreary** and Executive Editor **Derek Slater**, the first issue focuses on the convergence of physical and digital security. It includes an interview with White House cybersecurity advisor Richard Clarke and the vice chair of President George W. Bush's Critical Infrastructure Protection Board, former Microsoft CSO Howard Schmidt.

The premier issue packed more than 35 pages of paid advertising in a 76-page folio including covers. *CSO* charter advertisers include industry giants such as IBM and Symantec, as well as nonprofit organizations including the International Information Systems Security Certifications Consortium and niche security providers Cyberguard and GROUP Technologies.

Bragdon

"To say that *CSO* has been enthusiastically received would be an understatement," wrote *CSO* Publisher **Bob Bragdon** in the September issue. "The frequently comment I'm hearing from functional, governmental and industry leaders is 'It's about time!'"

CSO will reap the benefits of CXO Media's long history of covering cybercrime and related security issues in *CIO*. The company has worked with government agencies, such as the Department of Commerce's Critical Infrastructure Assurance Office, the Department of Justice, the National Security Council and the Office of Homeland Security, by providing speakers at their conferences, inviting their staff to speak at *CIO* events and serving as a resource to the business community. In February *CIO* unveiled the CIO Cyberthreat Response & Reporting Guidelines, the first such guidelines jointly sanctioned by the FBI and the U.S. Secret Service.

For more information contact Lew McCreary at mccreary@cso.com.

Launch party begets award

Biotech combined its launch party with a biotech award, which was given at the Scanlab/Pharmatech trade fair in Copenhagen.

Local venture capital companies nominated small, innovative biotech firms with the proven ability to attract the best employees, capital and have a potential technology with unique impact on society. *Biotech* editors consulated with their 18-member ediorial advisory board to select the winner: Nuevolution, a Danish company devoted to discovering and developing highly selective, high-potency drugs through a technology that bridges molecular biology and synthetic chemistry. Nuevolution received a citation and a sculpture created by a famous Danish artist.

Biotech Denmark

continued from page 1

startups in Europe. *Biotech Denmark* will provide local in-depth coverage of trends in the life sciences and biotech industries and analysis related to new products, ethics, and careers.

The monthly, while based in Copenhagen and published in Danish, will actually be tri-lingual. "We have signed a strategic partnership with a Swedish e-news agency focusing on innovation in the region," Steinmark said. "*Biotech* delivers Danish news to their newsletter, and in return we get in-depth articles on biotech in Sweden, which we print in Swedish." (Danish and Swedish are different but closely related languages.) Each issue also contains an English summary of its major articles, allowing English-speaking scientists and companies in the region to stay updated.

Biotech's sole direct competitor withdrew from the market shortly after Biotech's Sept. 2 launch, leaving it the region's only publication with a life sciences focus. There remains some competition from very scientific publications and business dailies with biotech supplements.

A controlled circulation publication, *Biotech* has 10,000 potential subscribers who fit its audience profile; there are some 1,000 paid subscribers.

"We have experienced extremely positive feedback from readers and advertisers on our first issue," Steinmark said. "By far, our biggest challenge will be to convert readers into paid subscribers. Therefore, the next six months will be very exciting, because within this timeframe we need to be adopted by our readers." He said readers are enthusiatic about *Biotech Denmark*'s effort to include several two-to-three page articles (long by local business press standards) and detailed source boxes amidst the many short news bytes as a way to preserve the title's shelf life.

Steinmark said that mix of editorial content helps differentiate *Biotech Denmark* from IDG Sweden's publication, which is more news oriented. The staff of both publications are planning to collaborate on a common subscription/marketing project at next month's event in Malmoe, the Scandinavian Biotech Arena.

For details contact Arne Steinmark at a.steinmark@idg.dk or go to www.biotechdenmark.com.

September 16, 2002

Online Sales Associate (CWI)

Computerworld's on-line team is seeking a responsible, organized Sales Associate. In this position you will develop relationships with and provide quality customer service to on-line advertising customers. Responsibilities will include working with the on-line sales team to develop RFP responses, following up with customers regarding advertising materials and insertion orders, receiving banner advertisements and coordinating with on-line production group for posting of materials. In addition, you will review traffic data for integrity, ensure billing system is generating accurate client bills and provide weekly on-line forecast reports. You will collaborate with all sales representatives to incorporate on-line advertising in customers' media schedules and purchasing plans and maintain availability of all on-line opportunities. You will also act as a liaison with the Marketing department to coordinate On-Line Marketing initiatives. This position requires strong attention to detail and excellent follow-up skills. Excellent computer, communication and organizational skills and the ability to operate in a fast paced environment are a must. Some knowledge of on-line advertising is desirable. ***Location: Framingham – MA***
Contact: jobs@computerworld.com

Customer Service Coordinator (CXO)

CXO's Executive Programs department is looking for a Customer Service Coordinator to join it's events team. Primary functions include database and registration system maintenance and data entry, correspondence fulfillment, internal/external customer service support, telemarketing support, management of our customer service conference lines, some audience development via e-commerce registration system, financial transactions support, some conference analysis, onsite customer service and registration support and other duties as assigned. Strong written and verbal skills required. The individual in this role needs to be highly organized and be detail oriented. The ability to multi-task is a must. Strong customer service skills required. Conference and events experience a plus. Some travel required. ***Location: Framingham – MA***
Contact: B. Senges, Fax: 508-875-4489, Phone: 508-935-4192, Email: bsenges@cxo.com

Marketing Associate (GMG)

GamePro, an IDG publication, the leading multiplatform gaming magazine and 3rd largest male teen magazine in America, seeks a Marketing Associate. This position requires: strong written and verbal communications skills; Word, Excel and PowerPoint experience; attention to detail; excellent time management skills; and, includes frequent interaction with all members within the company as well as customers, vendors and other business relations. Ideal candidate will be proactive, flexible, enthusiastic, creative and professional. Candidate should also have strong market research experience and a creative/graphic background. Tasks include creating and tabulating market/reader research, designing and creating sales tools, assisting with promotions, maintaining the media database, and more. This position reports to GamePro's Marketing Manager. Computer Skills Needed: MS Word, Excel, PowerPoint, Photoshop, Page Maker, Internet. GamePro is located at City Center Oakland, one block from the 12th Street BART station. ***Location: Oakland - CA***
Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764,
Email: jobs@gamepro.com

Director, Interactive Sales (ICI)

Responsible for managing and growing a base of customers in the Western territory, with emphasis on developing major accounts. Handles multiple online products, including ad sales, newsletters, sponsorships, webcasts, etc. Prospects and identifies new accounts, pursues and secures high level appointments, and prepares expert proposals. Closes new business, and manages Sales Associates within the territory. Requires 5+ years of media sales experience, including previous on-line sales experience, knowledge of the IT and online industries, and proven managerial skills. This position will be based in San Francisco, and will report to the National Online Sales Director. ***Location: San Francisco – CA***
Contact: S. Wu, Fax: 650-312-0668, Email: su-tsen_wu@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Navigating the Webcast

Platform integration is just one of the elements that demonstrate ITworld's Webcast strength. The staff can take all the multimedia elements (video, audio, Powerpoint slides, transcripts, white papers, news releases, etc.) the customer provides and/or requests and publish them in the Webcast player, linking them together so they are synchronized and fully searchable.

Viewers can search the text of the Webcast for a particularly relevant passage and forward a "marker" to a colleague that can send them right to the appropriate section of the video.

"The player itself is a lot more interactive that a lot of other products that are out there," Roskey said. "People can navigate the content the way they want to, at their leisure, without having to sit through a presentation from beginning to end. This allows them to get directly to the content that is most relevant – and important – to them."

Partnerships

continued from page 1

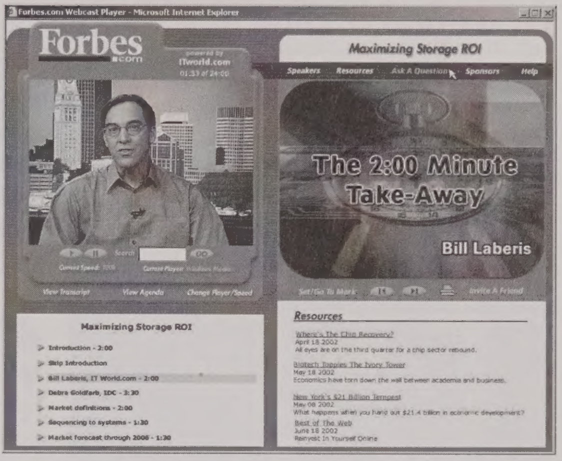
kinds to offer their advertisers a wider range of performance-based marketing programs – those that are ROI-based and lead generating. Webcasts represent a new revenue opportunity for publishers, and ITworld can help them get their own program up and running quickly. With more than a dozen partners, we've learned to make the process of creating and delivering a Webcast program low-impact for both the publisher and the end customer."

The new publishing partners agree. "We selected ITworld because of their superior Webcast platform and services, their understanding of the publishing business and their solid reputation as the pioneer of on-demand Webcasting," said Art Golden, VP of business development for *Sales & Marketing Management*, a leading media and retail publication from VNU. Another appealing aspect of the ITworld Webcast platform: it is designed in such a way that the publisher and the advertiser can deliver co-branded content.

Under the terms of the agreements, *SMM* and Forbes.com can offer their clients a range of Webcast services. Customers can select a bundled Webcast packge or take a tailored approach by selecting from a variety of features such as Webcast production and project management, platform integration, hosting, expert moderator, content director, industry analyst, foreign language localization and promotional management packages. All the elements can be provided by or arranged through ITworld.com staff.

In contrast, other companies that offer Webcast services – Yahoo Broadcast is probably ITworld's leading competitor, Roskey said – outsource many of the components of the Webcast package. "When a provider delivers just one piece of the puzzle, customers are left to deal with a lot of different players and organizations," she said. "It can be a very inefficient and time-consuming process. We deliver not just results, but an integrated, end-to-end solution – often in less than 30 days from signature to streaming."

For new partners it usually takes about 90 days to imagine the different ways they can use the Webcast platform and LEADS to their advantage, train their sales team (with ITworld's help), and take their first customer order, Roskey said. Forbes.com and ITworld worked together recently to close a deal with IBM for three IBM Webcasts that will be Forbes-branded programs. Roskey said that in general Webcast partners handle the sales process for non-IT clients, but ITworld staff members are available to go on sales calls with the partners and in some cases will lead the sales effort depending upon what makes sense for the customer.



Maximizing Storage ROI

- Introduction - 2:00
- Skip Introduction
- Bill Laberis, IT World.com - 2:00
- Debra Goldfarb, IDC - 3:30
- Market definitions - 2:00
- Sequencing to systems - 1:30
- Market forecast through 2006 - 1:30

Resources

Where's The Chip Recovery?
April 18 2002
All eyes are on the third quarter for a chip sector rebound.

Biotech Topples The Ivory Tower
May 18 2002
Economics have torn down the wall between academia and business.

New York's $21 Billion Tempest
May 08 2002
What happens when you hand out $21.4 billion in economic development?

Best of The Web
June 18 2002
Reinvest In Yourself Online

Forbes.com and ITworld.com recently closed a deal with IBM that includes three Webcasts. The soon-to-be released programs will be co-branded with both Forbes and IBM.

For the past several months ITworld.com President **Bill Reinstein** has been spearheading partner development initiatives. However, former IDG VP Corporate Accounts **Jeff Bodenmann** joins the team this week after working for ITworld as a consultant the past few months, and as vice president of partner development he will lead the efforts to bring ITworld.com into more international markets and additional business sectors.

For more information contact Ann Roskey at ann_roskey@itworld.com. WU

Coming up

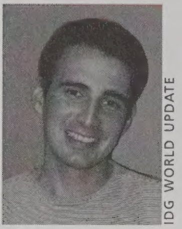
Enterprise Server Vision
Sept. 26
Westin San Francisco Airport
Millbrae, Calif.
www.idc.com/events

CIO Perspectives Conference
Oct. 6-8
Loews Coronado Bay Resort
Coronado, Calif.
www.cio.com/conferences

PC World Latin America Awards
Oct. 10
Rit-Carlton Hotel
Coconut Grove, Fla.
www.pcwla.com
Contact: Margaret Cejas at margaret_cejas@idg.com

IDC's Global Research Advisory Council
(customers; invitation only)
Oct. 12-14
Marriott Rancho Las Palmas
Rancho Mirage, Calif.
Contact: Sandra Kowalski at skowalski@idc.com

noteworthy people



Roberts

Bodenman

New employees

Previously a technical editor and writer with Cisco Systems, **Paul Roberts** joins the IDG News Service's Boston office as U.S. correspondent. He has also worked as a freelance reporter covering education, arts and politics for a local paper and written about music, film and books for a variety of outlets. Paul has a B.A. in English from Vasser College in Poughkeepsie, N.Y., and an M.A. in American and British literature from University of Utah/Salt Lake City. He and his wife have two small children. During his rare off hours, he enjoys photography and occasionally hosts a jazz show on Boston College's radio station, WZBC-FM.

Previously on the technical staff at Lucent Technologies, **Michael Phelan** is now an administrator/applications developer with IDC in Framingham, Mass. He graduated from Boston College with a B.A. in English and music and received an M.S. in computer science from the University of Massachusetts/Boston, where he designed and implemented http://dl.umb.edu, the UMass/Boston online digital library. After touring as a member of the heavy metal band Lordbane in 1997 he now enjoys swimming, biking and studying both Japanese and the Japanese art of bonsai.

Adam Reeves joins IDC West in Mountain View, Calif., as consulting director, Channels Consulting, coming from his role as senior analyst at Communications Industry Researchers. He holds a B.A. in economics from Wesleyan University in Middletown, Conn.

IDC Framingham has hired **Michael Shirer** as public relations manager. He previously worked in Los Angeles as VP, Technology Practice, with Golin/Harris International, one of the 10 largest PR firms in the U.S. He earned a B.A. in history from the University of Iowa and an M.A. in public management from the University of Maryland. He was also a Ph.D. candidate in political science at MIT. He enjoys "surfing when it's warm and skiing when it's cold," as well as photography and cooking. He won a 2000 Best of Boston Award for "Best Spin Control" in the Technology Category for his body of work with Forrester Research in 1999.

Elana Lyubarsky has signed on as an administrative assistant at IDG's regional office in Paramus, N.J. She previously worked for URGI as a planning control associate. Elana has a B.B.A in marketing from Baruch College in New York City. When she's not tending to her two children, ages 2 and 3, she finds time for painting, reading and bowling.

Returning employees

Jeff Bodenman has joined ITworld.com as vice president, partner development. He joined IDG's Marketing Services Division (now IDG Global Solutions) in 1994 and for the next seven years represented IDG corporately to top-tier clients. He has a B.A. in geology and economics from Rutgers University in New Brunswick, N.J., and enjoys music, fishing, travel and sports.

Et cetera

MDJ, the daily journal for Macintosh professionals, released its 2002 MDJ Power 25 list. The third annual survey of Macintosh insiders and power brokers asked who really wields influence in Mac computing — not who appears to be in charge, but who is. Three with IDG ties appeared: Mac Publishing President and CEO **Colin Crawford** at No. 8 ("the Macintosh community's only true media mogul"); **Andy Ihnatko**, who writes a back-page column for *Macworld at No. 23* ("quirky, fun, technocentric"); and *Macworld* Editor-in-Chief **Rick LePage** at No. 24 ("Macworld looks pretty good these days").

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Asia/Pacific announces quarterly award winners

Congratulations to the following individuals who received the IDC Asia/Pacific quarterly awards (Q3 FY2002) for their outstanding contributions.

Regional Reseach Quality & Timeliness Award:
Maggie Tan, IDC Malaysia

Country Research Quality & Timeliness Award:
Vicky Cui, IDC China

Regional Research Support Award:
Lee Huei Min, IDC Malaysia

Outstanding Inernal Customer Service Award:
Lizah Aman, IDC Malaysia;
Peter Oh, IDC Korea

Outstanding External Customer Service Award:
May Khoo, IDC Asia/Pacific, Malaysia

Knowledge Management Contribution Award:
Ashok Karan, IDC Australia

Regional New Business Booking Award:
Mike Hall, IDC Asia/Pacific, Hong Kong

Country New Business Booking Award:
Hazmi Yusof, IDC Malaysia

Regional Over-target Booking Award:
Terina Doherty, IDC Asia/Pacific, Singapore

Country Over-target Booking Award:
Manju Deo, IDC Australia

Wanted: news and story ideas

The *IDG World Update* editors welcome contributions and feedback from readers. Send news tips, story ideas, comments, complaints, calendar items, suggestions for guest columnists, etc. to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18
Cheryl Crivello *Network World*

16
Marianne Nichols *IDC*
Angele Boyd *IDC*

15
Paul Arabasz *IDC*

13
Merrill Walsh *IDC*

12
Colleen Beattie *IDG Australia*

11
Bill Bernardi *IDC*
Alyson Morales *IDC*

10
Toni May *IDC*
Rosemary Pickett *IDC*
Joyce Gillis *CXO Media*

9
Pamela Prince *IDC*
Barbara Schwab *IDG*
Tom Vahey *IDG*

7
Suzanne McMillen *IDC*
Jose Rodriguez *IDC*
Frank Hayes *Computerworld*

6
Bryan Donovan *IDC*
Steven Phillips *IDC*
Warren Childs *IDC*
Matthew Hamblen *Computerworld*
Daniel Verton *Computerworld*

5
April O'Connor *Computerworld*
Maureen Grady *Computerworld*
Kelli Gauthier *CXO Media*

4
Vincent Heeringa *IDG New Zealand*
John McNulty *IDC*
Stephen Clifford *IDC*
Lloyd Kosh *IDC*
Shirley Clute *IDC*
Karen Whitman *IDG World Expo*
Julia Ekstrom *InfoWorld*
Katsutaka Ishibashi *IDG Japan*
Yoshino Uchimaya *IDC Japan*

3
Tammy Gilson-Hodge *IDC*
Michele O'Mahoney *IDC*
Jocelyn Young *IDC*
Kathleen DeStafano *IDC*
Yanming Chen *IDC*
Wesley Dotts *IDC*
Malcolm Maclachlan *IDC*
Hilaire Perry *IDC*
Shabnam Signam *IDC*
Rebecca Pardo *IDC*
Edward Bekas *IDC*
Daniel Corsetti *IDC*
Tom Mainelli *PC World*
Michelle Kloss *IDG Communications*
Pauline Boyle *IDG*
Chris Sullivan *IDC Canada*
Raoul Le Blond *Computerworld Singapore*
Zarah Damji *IDC U.K.*
Ben Gerholt *IDG Australia*

2
Franco Forte *IDG Italy*
Wade Munson *IDC*
Kevin White *IDC*
Gary Nagle *IDC*
Anthony Penzarella *IDC*
John Farrell *IDC*
Michael Nguyen *IDC*
Wayne Humphrey *IDG*
Larry Arthur *IDG Global Solutions*
Katrina Neal *PC Advisor*
Kaoru Harikae *IDG Japan*
Hirofumi Hikosaka *IDG Japan*
Noe Soriano *IDG Spain*
Felipe Vicente *IDG Spain*
Whitney Heng Kah Khiam *IDC Japan*
Ray Hoskins *IDC U.K.*
Brett Winterford *IDG Australia*
Helen Yeatman *IDG Australia*

1
Lee Ting Ting *Computerworld Malaysia*
Karin Queste *IDG Germany*

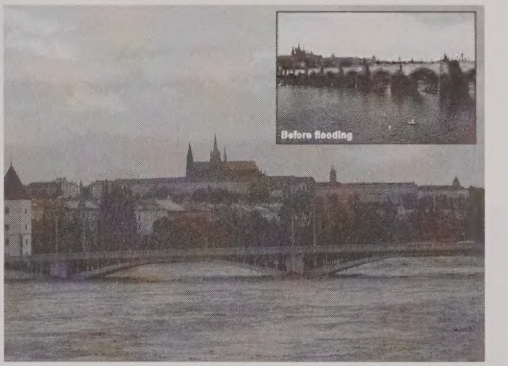
IDG Czech conducts business despite flood

The extensive flooding in Prague last month created a scene of devastation throughout the city, but IDG Czech managed to continue its publishing operations thanks to its creative and dedicated staff.

IDG Czech is located high above the Vltava River and did not suffer any direct damage. However, massive traffic jams due to the closed subway line, blocked off streets, and submerged neighborhoods made commuting a nightmare for employees.

Almost a dozen employees called the office home for several consecutive days in a successful effort to deliver its publications to the printer (located across the impassable river).

"We would like to express our thanks for the concern of our headquarters and colleagues from other countries," said IDG Czech CEO **Ivan Novotny**. WU



Floodwaters swelled the Vltava River.

*Public Relations Specialist **Radim Hasalik** (above) and Webmaster **David Zavadli** stayed the longest — almost three weeks — taking advantage of the office's kitchen facilities and a shower. Still, there's no place like home.*

Phone changes in Finland

IDG's publishing partner in Finland, Talentum Media Oy, has changed its phone numbers. The new numbers are:

Main tel: +358-20-442-40
Ad sales: +358-20 442-4150

Direct lines for Country Manager **Timo Tolsa**:
tel: +358- 40-342-4370
fax: +358-20-442-4106

Check out the online IDG Directory

The online IDG Directory is he place to go to find out IDG business unit address listings, products and employee contact information. Take a look and see if your individual listing is correct, and e-mail any changes to **Michele Nealand** (michele_nealand@idg.com, 617-239-7842). The IDG Directory is can be viewed directly at www.idgdirectory.com, via IDG Central (http://idgcentral.com) or as a link on IDG World Update Online (www.idgworldupdate.com).

off site after hours

IDC Brazil employees transfer skills to the classroom

Four employees at IDC Brazil have been getting out of the office and out in the community, sharing their interest in IT as teachers in a volunteer project called IDCidadania (a play on the words 'identity' and the Portuguese word for 'citizenship.')

By teaming in July with Associação Criança Brasil, an organization caring for 520 children of different ages from some of the poorest neighborhoods in São Paulo, the IDC volunteers have been teaching skills useful for future job opportunities, including basic computer concepts and Windows, Word, Excel, Paintbrush and navigating the Internet. The IDC volunteers "encourage the children to become comfortable with computers and discover new ways to communicate and express themselves using words and pictures," said IDC Brazil Publishing Services and Technologies Publisher. **Eleine Bélavary**.

Currently volunteering their time besides Bélavary are IT Support Technician **Fausto Schmidt**, IT Manager **Mauro Peres** and Financial Analyst **Ricardo Sampaio**. On IDC Brazil's volunteer committee are Senior Telecom Analyst **João Bustamante**, IT Trainee **Eric Kureck** and Administrative Assistant **Roberto Goes**.

The current facilities have seven computer workstations, accommodating four classes of approximately 12 students. Bélavary said IDC Brazil is working to organize donations of computers, printers and other equipment with partner corporations such as Intel, Hewlett-Packard, Microsoft and Lexmark. IDC Brazil has donated three PCs, a printer, some educational software and memory components to upgrade the group's other machines. IDC Brazil is also providing the children with pencils, paper and notebooks and is also looking into providing health and dental assistance.

***Fausto Schmidt** (white shirt) and **Eleine Bélavary** (black jacket) are among four IDC Brazil employees teaching basic computer skills to these children in São Paulo.*

This is IDC Brazil's second community service project. Last year 24 IDCers volunteered their time at Lar Jesus Maria José, an orphanage in downtown São Paulo. (See *IDG World Update*, Nov. 26, 2001.)

For more information contact Eleine Bélavary at ebelavary@idcresearch.com.br. WU

Photo Calendar Contest deadline extended to Sept. 27

It's true! You have a few extra days to submit photos to the 19th annual IDG Empoyee Photo Calendar Contest. First, second and third prize winners will receive $250, $150 and $100, respectively.

The full rules are on the Announcements page of www.idgworldupdate.com. In summary: Submit up to two color or black-and-white prints or 35mm slides; no panoramic-width photos can be accepted. Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address and a photo title. Please do not write directly on the back of the photos.
Send photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, Boston, MA 02109 U.S.A.

One year later

KRISTINA RABEN

Close to 250 IDG and IDC employees gathered at 5 Speen St. in Framingham, Mass., for a flag-lowering ceremony and group moment of silence to reflect on the events of Sept. 11, 2001. Carnations were available as a remembrance for employees to place at the base of the flagpole that was installed, following employees' suggestions, after Sept. 11 last year.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Alberto Capolino	*CXO Media*
Jennifer Devine	*ITworld.com*
Cynthia Holden	*IDC*
Jan Sandred	*IDG Sweden*
Jason Tyler	*IDC*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

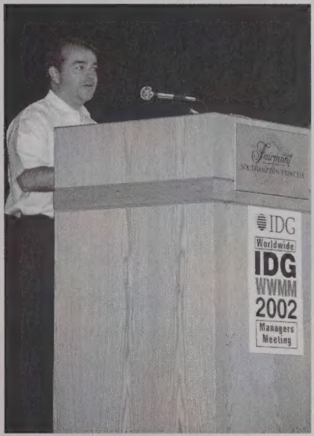
IDG World Update

23 SEPTEMBER 2002
VOLUME 32, NUMBER 31

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Worldwide managers look to brighter future



IDG CEO **Pat Kenealy** addresses attendees at the 23rd IDG Worldwide Managers Meeting held earlier this month in Bermuda.

There may yet be a few clouds lingering from the "perfect storm" of a downward IT spending cycle, a downward ad spending cycle and a soft U.S. economy, but in his opening remarks to attendees at the 23rd annual Worldwide Managers Meeting, IDG Chairman **Pat McGovern** looked to a brighter future. "When the sunshine comes out — and it will," he confidently predicted, "IDG will own most of the flower beds." And over the course of the next three days in presentation after presentation, IDG leaders shared hard-earned lessons and promising new products that are already helping the company reap a bountiful harvest.

McGovern laid out three major goals for IDG over the coming months and years:

- Increase user-based revenue from its current level of 35% to 75% of total corporate revenue by 2020.
- Establish and maintain the leading conferences and/or expositions for each of the major markets IDG serves.
- Continue to extend IDG's branded information services globally.

IDG WORLD UPDATE PHOTOS

IDG Chairman **Pat McGovern** (right) and IDG Italy Managing Director **Mario Toffoletti** look over a copy of PC World Italia during a break.

Reiterating IDG's longstanding goal to grow at twice the annual growth rates of the markets the company covers, McGovern then called newly ap-

continued on page 5

> "The IT industry is poised for big growth. I, and all our best managers, like to win, and IDG has the resources in place to let us."
>
> — Pat Kenealy

Walter Manninen named president at CXO Media

RACHEL BARNETT

Walter Manninen

Last week IDG appointed **Walter Manninen,** an 11-year veteran of CXO Media who most recently served as executive vice president of operations, as president of CXO Media. Manninen steps into his new role as CXO Media CEO **Joe Levy** announced his retirement as of Sept. 30.

"Walter is a proven leader with a commitment to supporting the entrepreneurial, multi-title culture at CXO Media," said IDG CEO **Pat Kenealy**. "IDG looks forward to a smooth succession, and to great things in the years to come. At the same time, the CXO team and all of us at IDG around the world offer our gratitude, admiration and best wishes to Joe Levy. Joe exemplifies IDG's values of entrepreneurship and management excellence. The team that Joe has built at CXO Media is as great a legacy as the products and services he created."

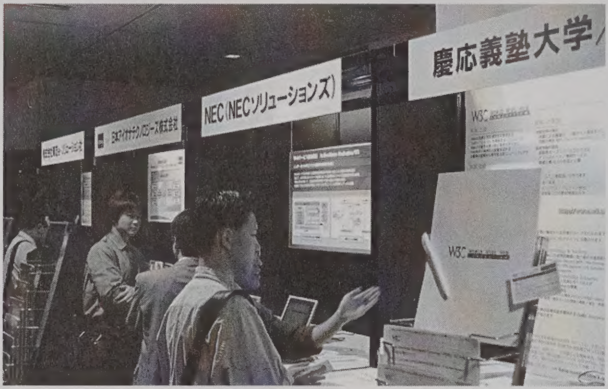
"Walter is unique in being both a financial genius and a visionary with a track record of profitable business development," Levy said. "He has a solid understanding of the IT business coupled with a creative approach to problem-solving and business development. As the company's executive in charge of day-to-day operations, he extended his role beyond identifying revenue opportunities and managing P&L to providing counsel to every management decision and strategy. I have complete confidence that Walter will lead CXO to continued success."

"With an amazing staff, a new magazine [*CSO*] and a steady stream of new ideas and initiatives, CXO Media's future is very bright," said Manninen. "I'm honored and eager to lead the company through its next journey."

Prior to entering the information industry, Manninen worked in commercial banking for 10 years in various senior management roles, including treasurer, comptroller, vice president and loan officer. Manninen can be reached at wmanninen@cxo.com. *(IDG World Update plans a retrospective of Levy's career in an upcoming issue.)* WU

in brief newsworthy

Narrow focus helps IDG Japan's events and conferences succeed


慶応義塾大学
NEC (NECソリューションズ)

Attendees browse the booths at the first Web Services Conference in Tokyo.

With technology topics ranging from streaming media to Macintoshes, IDG Japan now produces 12 trade show and conference events a year, many of them highly focused on a specific technology niche.

The Genome Technology Business Forum 2002 debuted last week in Tokyo, held in cooperation with the Chem-Bio Informatics Association's annual meeting. **Kevin Davies**, editor-in-chief of *Bio-IT World*, was a keynote speaker. (For more information, go to www.idg.co.jp/expo/gt/.)

"Recently our IT events have become more segmented and focused on business solutions. Conferences with focused topics appeal more to corporate users and IT managers," said **Kimiko Niwa**, IDG Japan manager, public relations and corporate marketing. She said clients favored conferences as a cost-effective way to attract attendees, as it may cost more for exhibitors to build and staff a booth. In a conference format, firms can introduce how to install and manage the latest IT solutions, as well as present case studies of a successful installation.

While most events are held in separate venues, some, such as ICe Tokyo 2003 and XML World Conference, are held simultaneously as a way to cut costs and ease scheduling conflicts.

IDG Japan publications contribute media support to the events and provide speakers and moderators. IDG Japan Publisher **Yoshitomo Fukuda** chaired a panel at the July debut of the Web Services Conference in Tokyo. Also speaking at the two-day, 25-session conference was IDC Research Director **Dirk Coburn**, who spoke on Web services architecture implementation issues. Among the sponsors were Intel, Sun Microsystems, IBM, Oracle, Microsoft, NEC, Toshiba, Hitachi and Fujitsu.

IDG Japan's shows draw an audience of corporate IT managers, related vendors and general users in numbers ranging from 5,000 to more than 170,000 for Macworld Expo. The events are marketed with a series of e-mails to potential attendees taken from IDG Japan's attendee database and via ads in IDG Japan publications.

For details go to www.idg.co.jp/english/expo/index.html or contact Kimiko Niwa at kniwa@idg.co.jp. WU

Australian biotech title quickly becomes best-read publication

Australian Biotechnology News (*ABN*), which reaches the tender age of six months at the end of this month, has already emerged as the publication of choice among senior biotechnology professionals Down Under.

AUSTRALIAN
Biotechnology
NEWS
States can set GM-free zones
Funds mire deepens

In July and August, Quantum Market Research surveyed 188 CEOs, chief scientists and senior researchers in Australia. Asked which publication they would read to learn about the local biotech scene if they could only read one, 73% said *ABN*. No other title rated more than 2%.

The poll also found that among the industry's specialist publications, the combined readership of three rival competitors represented less than half the readership of *Australian Biotechnology News*. Moreover, in Victoria (home to much of Australia's biotech industry), *ABN* is better read among senior life science executives than *The Age*, the region's biggest daily.

Publisher **Andrew Birmingham** said the new monthly is carving out a niche in the life sciences market through a unique mix of industry and product news as well as technology research reports.

In less than half a year, *ABN* has replaced *Computerworld Australia* as IDG Australia's reader revenue magazine. An analysis of paid subscribers indicates more than half of Australia's biotechnology research organizations have already purchased at least one subscription. *ABN*'s first audit in September is expected to record a circulation between 5,000 to 5,200.

"The very high regard in which the editorial is held has translated solidly into circulation sales," Birmingham said. "Just as importantly, advertisers booking '03 schedules have been impressed with the equipment and consumerables spending results from the survey, and most major advertisers are indicating strong support for *ABN* next year."

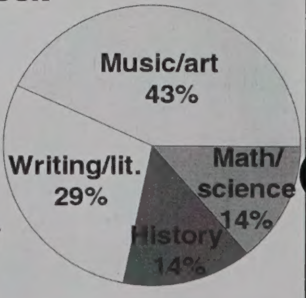
The research also indicated that many biotechnology companies expect to increase their head count next year, suggesting a robust '03 recruitment ad market.

For details contact Birmingham at andrew_birmingham@idg.com.au or visit www.biotechnews.com.au. IDG staff can access it by user name ABN1 and password bionews.

Question of the week

Never underestimate the power of art. In reponse to last week's question, "What was your favorite subject in school?," 43% of those answering said music/art. Be sure to visit www.idgworldupdate.com and answer this week's question:

Are you feeling confident that IT ad spending will begin to recover in '03?



executive Q and A

Michael O'Neil

The country manager of IDC Canada is this week's guest columnist. He may be reached at moneil@idc.com.

IDC Canada at-a-glance

Year established 1984

Location Toronto

Number of employees 52 full-time, plus an assortment of contractors, co-ops, etc.

Web site www.idc.ca

Recent accomplishments IDC Canada's profit increased by 50% in FY01 and is on track to increase by an additional 20% or more this year. Also, we recently paid our first dividend to IDG — approximately US$1million!

Q Who are your main competitors and how does IDC Canada fit in?

A We're pretty dominant in our market. There's no reliable measurement of share in the Canadian IT market research and consulting industry, but when we measured press quotations in 2000 and 2001, IDC Canada had approximately 50% share vs. all other organizations; that figure is likely higher this year. The groups that publish our tracker products and our domestic Continuous Intelligence Services are viewed as uniquely credible and important advisors to senior managers (director/VP level) within all of the major vendor organizations in Canada.

However, Canada isn't the only market that we focus on. With the Software Partnering and Alliances (SP&A) Group and the Solutions Research Group, we offer research on a U.S./global basis in the software partnering and CIO advisory areas. Here, we have much less market presence. We estimate that SP&A has less than a 10% share, though there probably isn't a dominant player in that market. Instead, we compete with a host of boutique firms that have limited scope but a handful of deep customer relationships. In the end-user space, of course, especially in the U.S., Gartner is dominant, and Forrester and Meta are also very strong. However, we have great faith in our products in both SP&A and the three Solution program areas (IT/Business Alignment, IT Value Metrics and Measurement and eBusiness Resilience, which is to be renamed eBusiness Operations in October). We believe that as our sales force gets more familiar with the attributes of these products and the ways in which they address pressing customer issues, we'll enjoy greater success — and greater share!

Q Give us a topline overview of the Canadian IT market.

A In most areas, the value of the Canadian IT market is 7% to 10% of the U.S. market, or about 3% of the worldwide market. Canada also tends to trail the U.S. in adoption of new technologies, often by 12 to 18 months. This may be due to the fact that Canadians are somewhat more conservative than Americans (sales cycles tend to be longer here, too), or, alternatively, it could be a result of the incredible competitive pressure within most U.S. verticals, and the resulting understanding of how technology can be used to create competitive advantage.

There are some other important differences, as well. Because Canada is small relative to the U.S., local suppliers often have limited resources. As a result, Canadians tend to be very good at channel and alliance management, which has really helped our SP&A program area. Also, we believe that in Canada, there is more reliance on relationship selling, and less on customer/supplier relationships, than in the U.S. This has important implications for IDC Canada; we are likely to grow (in a North American context) more slowly in good times, and be less prone to contraction in difficult markets.

Q What are the major trends in the Canadian IT market?

A The most important one is the expansion of the "decision making unit" within end-user organizations. There was a time when senior and line-of-business (LOB) management accepted the IS department's view on how technology could be applied to the enterprise, and/or asked IS to provide technology where needed. Now, senior managers and LOB management are much more aware of the potential uses of technology, and of technology itself. As a result, these people don't want to defer to IS. This has left many vendors and CIOs in an awkward position. In this new environment the CIO needs to facilitate more than dictate/operate, and many of the current holders of that title did not earn it by demonstrating superior facilitation skills. At the same time, most vendors are much more comfortable selling to the CIO/IS department than to senior and LOB management. I believe that this communications gap has contributed quite a lot to the current IT-industry slowdown. We have attempted to provide tools to bridge this gap — such as our Maturity Models (see p. 6) — but it's a big gap, and quite a lot of effort and education is needed to help overcome this problem — to couple business dialogue and rationale with IT solutions, and reverse the trend toward longer purchase cycles.

Q Is the proximity to the U.S. a help or a hindrance to IDC Canada's business?

A At the most obvious level, our proximity to the U.S. is a significant hindrance. Despite the abundant evidence that companies that manage Canada as an autonomous country get better business results than those that manage Canada as "the 51st state" — and despite the fact that Canada is the world's sixth-largest IT market (larger than China, larger than all of Latin America) — there are still vendors that do not dedicate resources to the market – and these vendors are not really able to use our services effectively.

continued on page 6

Achievement Awards honor business units worldwide

Largest Dollar Operating Profit Increase for an IDG Business Unit
(Business unit must be profitable in FY02)
IDG Games Media/**John Rousseau**

Highest Percent Growth in Profits for an IDG Business Unit
(Business unit must be profitable in both FY01 and FY02)
IDG Australia/**Don Kennedy**

Largest Dollar Revenue Increase for an IDG Business Unit
(Business unit must be profitable in both FY01 and FY02)
IDG Magazine Verlag/**York von Heimburg**

Highest Operating Profit Margin for an IDG Business Unit
IDG Bulgaria/**Tatiana Hinova**

Largest Percent Increase in Online Revenue
(FY02 vs. FY01)
PC Advisor/**David Fernando**

Largest Number of Ad Impressions
PC World/**Jeff Edman**

Highest Percent Increase in Profits for an IDG Business Unit
(Business unit must be profitable in FY01; FY00 vs. FY01)
Connell Communications/**Jim Connell**

Largest Dollar Operating Profit Increase from Plan
(Product must be profitable in FY01)
China Computerworld/**Shi Huaicheng**

Most Profitable IDG U.S. Trade Show/Event
U.S. ComNet/**Charlie Greco**

Largest Dollar Increase in List Rental Revenue
U.S. Network World

Highest Ad/Edit Ratio for an IDG Publication
Computerworld España/**Paco Zabala**

Chairman's Awards recognize outstanding performance

On the final day of the 2002 Worldwide Managers Meeting, IDG Chairman **Pat McGovern** and CEO **Pat Kenealy** presented achievement awards in 14 categories to IDG managers and partners. Below are excerpts from their remarks.

Chairman's Cup

Overall Management Excellence

Kirk Campbell, President & CEO, IDC

Kirk Campbell

"In FY01 Kirk guided IDC to its highest revenues and operating profits in history. For FY02, Kirk is forecasting IDC to be on plan despite a revenue shortfall of 7% vs. budget and 9% vs. last year. IDC will show strong profits in all four of its major regions (North America, Asia/Pacific, Europe and Latin America). For the past two years, IDC has been the largest revenue and profit-generating business unit within IDG. The company ranks No. 1 among its competitors in the U.S. with a 30% share of press stories quoting an IT market research firm."

Partner of the Year

IT World Canada

***Andy White**, president, IT World*

"This year's Partner of the Year is a company that has set the example of how to deal with challenging times. When overall revenue fell by 20%, they trimmed expenses by 23%. In a year when advertising pages were off by 17%, they increased profits from events by 443%. Online revenue will finish this year ahead of plan. They will soon enter the biotech space with a magazine and Web site. Over the last 10 years, IT World Canada has come from a distant market position to become the dominant IT publisher in their country today."

Entrepreneur of the Year

Hugo Shong, President, IDG Asia

Hugo Shong

IDG WORLD UPDATE PHOTOS

"Our Entrepreneur of the Year has made great progress in improving and strengthening our business relations with China's government agencies, thereby allowing us to expatriate a large sum of royalties back to IDG in the U.S. He has secured a 10-year 50/50 joint venture contract for our most profitable show in China, ComNet Shenzhen, and negotiated an agreement with the government to lower its promotion fee charged to the show by 50%, greatly improving the show's bottom line. The restructuring of IDG World Expo (China) was smoothly managed with a great improvement to the unit's bottom line. IDG Asia's revenue is forecast to show an 18% growth over last year with a 40% profit increase over last year. The profit from the consumer titles published by our partners in China was more than 120% over budget."

Men in Black (suits)

DAVID FERNANDO

*Among those on hand to help cheer on the winners of the 2002 Chairman's Awards were (at left): IDG Games Media Group President & CEO **John Rousseau** and IDG Singapore Managing Director **John Tan**.*

*At right: IT World Canada President & COO **Andy White** and Connell Communications President & CEO **Jim Connell.** Earlier in the day, Connell had accepted an achievement award for Highest Percent Increase in Profits, while White took home the Partner of the Year Award earlier in the evening.*

September 23, 2002

Account Director, Southern CA (CWI)

Computerworld is seeking an energetic, highly motivated sales executive to join our dynamic West Coast sales team. Reporting to the VP, Western Sales, the successful candidate will use solutions-selling techniques to create powerful sales strategies, pursue all assigned advertising sales opportunities and grow existing business for the Computerworld brand. The role will require selling multiple Computerworld products i.e., print, online and events to customers and their advertising agencies. Candidates must have 8-10 years IT advertising sales experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to sophisticated clients. Demonstrated closing skills and collaborative, creative problem solving ideas essential. ***Location: Los Angeles – CA***

Contact: S. Brown, Email: susan_brown@idg.com

Circulation Manager (CWI)

Computerworld is searching for a hands-on Circulation Manager with at least 5 years experience in directing and managing controlled and paid circulation activities for print and electronic publications of the company. Responsibilities include: budgeting, planning & profitability analysis; implementing promotion efforts for new subscribers, requalification and renewal of current subscribers; supervising subscription fulfillment and customer service; managing file uploads and transfers between print and online databases; fulfilling in-house data/list/report requests for sales and other depts.; maintaining relationships with outside vendors; managing a staff of 1 or 2 people. Qualifications/Experience: BPA audit for controlled circulation; direct-marketing skills; circulation promotion, fulfillment; and financial analysis; detailed knowledge of Excel and Access; SQL knowledge preferred. Must be detail oriented, a self-starter and able to manage multiple tasks. ***Location: Framingham – MA***

Contact: Email: jobs@computerworld.com

Director, Finance (CXO)

CXO Media Inc. seeks a detail oriented, bottom-line focused Financial Director to report to the President. This individual will maintain and enhance statistical reporting and forecasting, close out P&L on a monthly basis, develop and maintain financial infrastructure and act as a liaison to corporate financial and divisional managers. This individual will also be responsible for managing the employees in the finance and operations department. The successful candidate will have the ability to juggle multiple tasks, work in a fast paced environment and have excellent interpersonal and organizational skills. Finance or Accounting degree required with a minimum of 8 years financial management experience. Should be proficient in MS office and excel. Knowledge of Filemaker Pro and Lotus Notes a plus. **Location: Framingham – MA**

Contact: P. Reilly, Fax: 508-875-4489, Email: preilly@cxo.com

Office Assistant (GCM)

The Office Assistant is responsible for providing clerical and administrative support to the IDG Global Communications staff. In addition, the Office Assistant will be responsible for assisting with providing customer service. The position will report to the VP of Operations/Customer Services and will work closely with the Operations Administrator. Responsibilities include assisting with general office duties such as mail distribution, answering phones, filing, faxing, purchasing and data processing. Additional responsibilities include providing customer service for supported web sites which includes the administration of logins. The Office Assistant should have excellent interpersonal skills, be incredibly resourceful, highly organized, detail oriented, have strong PC skills and a working knowledge of MS Word, Excel and email. ***Location: San Mateo – CA***

Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5700, Email: diana_garza@idg.com

Consumer Marketing Manager (GMG)

GamePro, an IDG publication, the leading multiplatform gaming magazine and 3rd largest male teen magazine in America, seeks a CONSUMER MARKETING MANAGER. An energetic, quick-learning individual is being sought to manage audience development by executing renewal and new business subscription marketing for GamePro magazine. The Consumer Marketing Manager will oversee creative development and program testing for such programs as online promotions, email campaigns, partnerships (retail, advertiser and other), agents, cooperative promotions, insert cards, gift offers, etc. This includes all related promotion analysis, financial reporting, modeling and other related business initiatives as set forth by the Circulation Director. Responsibilities also include supervising the Circulation Promotions Manager and Circulation Coordinator. Additional responsibilities include response analysis, budgeting support, expense tracking, and strategic planning. Qualified candidates must have a minimum of five years experience in paid consumer magazine circulation. Strong Excel and Microsoft Word skills are required. GamePro is located at City Center Oakland, one block from the 12th Street BART station. **Location: Oakland CA**

Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Panel focuses on lessons from the downturn

Learned And
Where I'm Going
John Gallant
Kirk Campbell
Jeff Edman
Bengt Marnfeldt

IDG WORLD UPDATE PHOTOS

Network World President and Editorial Director **John Gallant** (left) led a panel discussion titled "Tales from the Downturn – or What I Learned and Where I'm Going." Panelists included (l-r): PC World President & CEO **Jeff Edman** (secnd from left), IDC's Campbell, IDG Sweden Managing Director **Bengt Marnfeldt**, Network World CEO & Publisher **Evilee Thibeault** and IDG Games Media Group President & CEO **John Rousseau**.

Worldwide Managers Meeting

continued from page 1

pointed CEO **Pat Kenealy** to the podium, noting, "I am very confident we have the right person at the right time to help us do just that."

Six days into his new role, Kenealy acknowledged that he "didn't fly in with all the answers" but promised to cherish IDG's decentralized values as he looked for ways to improve Corporate Support Center functions and maximize shareholder value.

Promising the more than 75 business unit leaders and executive staff in attendance "greater independence — and greater accountability," Kenealy said he plans to focus on "the dual challenges of reinvesting in some of our core businesses while exploring and embarking on promising new ventures." He invited his audience to share their thoughts and opinions over the coming months, noting "open feedback and passionate debate are fine with me."

Kenealy also sought to explain the core values that will inform his decisions in the days and weeks to come. "First and foremost, it's important to understand you've got an editor up here behind the podium," he said. "Editorial quality and relevance are where it all starts."

Other values he stressed:
- The Publisher is king (as are his/her research and trade show equivalents). All of IDG's support and shared services will be focused on helping IDG's profit center managers keep their current customers happy and find and dominate new IT markets.
- Clear profit centers are vital in multi-title media companies.
- Product brands are more important than media holding company brands.
- IDG's client relationships must be at least as deep as its agency relationships.

IDG Global Solutions EMEA/U.S. President ***John O'Malley*** *(left) and PC Advisor Publisher* ***David Fernando.***

Ending his remarks on a high note, Kenealy emphasized IDG's overall health pointing to the company's strong cash reserves and total lack of debt. Particularly bright opportunities around the globe, he said, include the European conference and expo business, IDC, the Asia/Pacific publishing operations and the "spectacular current payoffs from past investments in China where IDG is incredibly well-positioned."

Kenealy's overall enthusiasm for the challenges at hand was evident. "The IT industry is poised for big growth. I, and all our best managers, like to win, and IDG has the resources in place to let us."

Other speakers during the meeting included:

- IDC President & CEO **Kirk Campbell** who discussed IDC's upcoming new advisory services focused on technology buyers.
- IDG Senior VP **Frank Cutitta** who described IDG's new LEADS lead-generation program.
- Director, CIO Best Practice Exchange **Martha Heller** who spoke about CIO Best Practice Exchange Select, a paid, peer-to-peer networking program for CIOs.
- IDG Australia Managing Director **Don Kennedy**, who discussed a number of his company's initiatives to boost reader revenue including *PC World Australia*'s minibooks—single-topic, newsstand-only magazines that sport a smaller trim size and higher price than *PC World*; a paid-only Web site for *Australian Biotechnology News*; and multiple title subscription deals.

Network World Publisher & CEO ***Evilee Thibeault*** *(left) and IDG List Services President* ***Deb Goldstein****.*

- IDC Chief Research Officer **John Gantz** who offered a preview of IDC's worldwide outlook for the IT industry, hot applications and technologies and predicted changes in IT spending behavior.
- *Bio•IT World* Editor-in-Chief **Kevin Davies** who took attendees on a brief overview of the field of genetics during the past century culminating with last spring's near-completion of the Human Genome Project and the implications of the convergence of IT and biotechnology.
- President & CEO of CXO Media **Joe Levy** who spoke about his unit's new launch, *CSO* magazine.

The group also heard from the individuals heading up IDG's various Global Product Support Centers, each of whom shared a number of great ideas culled from product line members around the globe.

And, for the first time, the meeting featured a presentation from IDG Ventures, the company's venture capital investment firm with offices in San Francisco, London and Beijing.

On the morning of the final day, McGovern and Kenealy presented achievement awards in 11 categories. The meeting concluded with the traditional Chairman's Dinner during which the Chairman's Cup, Entrepreneur of the Year and Partner of the Year awards were handed out (see story, page 4). WU

noteworthy people

IDG WORLD UPDATE

Downer

IDG WORLD UPDATE

Tanakatsubo

Strattner

IDG WORLD UPDATE

Lake

Promotions

Terry Croci, who joined *Network World* three years ago as marketing communications manager, has been named senior director of marketing. "Terry has done a wonderful job of building a world-class marketing and sales support organization," said CEO and Publisher **Evilee Thibeault**. "She has also done a brilliant job on the research end, particularly in the 'Advertising Works' and 'Seminar Sponsorship Works' research."

New employees

Previously an office assistant with the Tuolumne County (Calif.) Law Offices of the Public Defender, **Robert Downer** is the new office services coordinator for IDG Central Services at 501 Second St. in San Francisco. He graduated from high school early and has been working steadily ever since. In his free time he composes and plays music, writes poetry and "absolutely loves to drive," especially on Northern California's scenic coastal Route 1.

Transfers

Previously marketing specialist with IDG Recruitment Solutions, **Heidi Tanakatsubo** has joined *PC World* as marketing communications specialist, where she will have both public relations and marketing responsibilities. She has also worked at *InfoWorld* as a marketing coordinator and sales associate. She holds a B.A. in American Studies from the University of California/ Berkeley. In her spare time, Heidi enjoys volunteer work and is active in the Japanese-American community.

Returning employees

Tony Strattner joins *Bio•IT World* in Framingham, Mass., as a special projects editor. Most recently he was a producer at Zooba.com, but before that he first joined IDG in 1997 as the the executive editor at *Solutions Integrator* and then became a senior research analyst at IDC. Tony has a B.F.A. in theater arts with a minor in journalism from Adelphia University in Garden City, N.Y. Outside the office he enjoys gardening, target shooting and reading.

David Lake returns to IDG as *PC World*'s new online indexer. He was most recently an editor at *The Industry Standard*, where he covered economic trends, analyzed research data, edited daily news and weekly feature articles, a weekly newsletter and monthly special reports. In the time since *The Standard* folded, he has been building computers, setting up networks and freelancing for a venture capital newsletter. When not working he enjoys spending time with his family, surfing waves at Ocean Beach and Point Arena, reading fantasy and science fiction novels, and playing the banjo.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

O'Neil

continued from page 3

On the other hand, there is a tradition of Canada participating in global strategies in unique ways, which to some extent builds on the fact that we are relatively close to the U.S. IDC Canada's position within IDC — as a host business unit for several global product lines — speaks to this, as does the success of Canadian executives within our largest clients (the former head of marketing for DEC Canada now manages HP's U.S. business unit, for example). So on balance, proximity to the U.S. constrains our domestic opportunities but can enable us to be active beyond our borders.

***Q* What are the Maturity Models and how would they be useful to other IDG companies?**

A The Maturity Models (MM) are detailed representations of the full range of factors (people, process, technology, and financial justification) that an end-user organization needs to understand to be successful in reaping business benefit from technology-based solutions. Users access these tools through a Web-based interface that prompts them to respond to a series of value statements. Results can be presented in several ways, the most common of which is through an automated report process that dynamically graphs the user's responses, adds conditionally formatted text and creates a tailored, management-level self-assessment for the end-user organization.

We have mainly used the models to enable our vendor clients to use content from the models to build business-level dialogue between their prospects and their account managers. IBM is using the IT/Business Alignment model this way. With our help, IBM provides access to a customized version of the MM to executives in target accounts and then uses the resulting report to stimulate dialogue with mid-market services prospects that would otherwise be difficult to reach. Within IDG, **Frank Cutitta**'s LEADS program is looking to integrate the MMs into their customer deliverables. I'm certain there are many other ways in which these tools can be used by IDG business units. They are scaleable, and the text can be translated into different languages. If you are interested, e-mail me at moneil@idc.com.

***Q* Does IDC Canada have vertical market programs?**

A We launched a highly successful Multi-Client Study (MCS) on the Financial Services industry this year and plan to follow that with a Financial Services research program and at least one other vertical MCS. The success of this MCS was a real eye-opener. Our traditional path has been to define new products in terms of ever-narrower slices of the technology pie. When we looked at Financial Services from an IT perspective, though, we saw a market that was about the size of the PC market in Canada. **Vito Mabrucco** and **Jamie Sharp** deserve much credit for translating this potential into one of our most successful initiatives. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Karl Koessel *PC World*

16
Michael O'Neil *IDC Canada*

15
Sue Yanovitch *CXO Media*
Laurel Peddie *InfoWorld*

13
John St. Martin *IDC*

12
Richard Denechaud *IDC*
M. Jose Marzal *IDG Spain*

11
James Duffy *Network World*
Simona Cattaneo *IDG Italy*

10
Donna Silva *IDC*

9
Christine Jarmul *IDC*
Carol Lasker *Network World*

8
Patricia Duhl *IDC*
Rob Octavio *PC World*
Bronislaw Piwowar *IDG Poland*

7
John Daly III *IDC*
Sara Culley *Mac Publishing*
Lori Flynn *InfoWorld*
Isabel Scott *IDG Spain*

6
Genki Uchida *IDG Japan*

5
Duk-Hwan Oh *IDC*
Jennifer McKean *IDG Research*
Scott Moore *IDC CEMA*
Andy Brandt *PC World*
Barbara Hall *IDC Canada*
Laura Wilkinson *IDG Recruitment Solutions*

Jun Kawahara *IDG Japan*
Tanya Braitchouk *IDC U.K.*

4
Tamara Plakalo *IDG Australia*
Robert Sullivan *IDC*
Joanne Wagner *ITworld.com*

3
Paul Martilla *IDG Australia*
Maia Benson *IDC*
Brian Burke *IDC*
Rajnish Arora *IDC Singapore*
Doug Dineley *InfoWorld*
Toñi Herrero *IDG Spain*

2
Shabnam Sigman *IDC*
Rebecca Pardo *IDC*
Edward Bekas *IDC*
Daniel Corsetti *IDC*
Amy Wrenn *IDC*
Frederick Coburn, Jr. *IDC*
Thomas Schwieters *IDC Hungary*
Zoltán Komáromi *IDC Hungary*
Gary Streng *InfoWorld*
Sara Peterson *IDG*
Christopher McBride *IDG New Zealand*
Annabel Crerar *IDG New Zealand*
Javier Pulido *IDG Spain*
Simon Shepherd *IDC U.K.*

1
Krisztina Németh *IDC Hungary*
Janet Bester *IDG New Zealand*
Miho Noguchi *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDCers find challenge and teamwork in Ultimate Frisbee

"Disc up!" "Pull!" "Great bid!" For two evenings a week, April through October, a small but growing group of IDCers speaks the lingo of Ultimate Frisbee rather than IT market research while playing some spirited matches on a playing field near Framingham, Mass.

Ultimate has proved to be a great equalizer, drawing more than 20 players from all ranks in the company — senior executives, analysts, salespeople, IT staff and others – who represent many different departments. The game involves two teams vying for control of the Frisbee as they try to pass it the length of a 120x40-yard field and score a point by throwing it into the end zone.

The team's original instigator is Bio-IT Director **Mark Hall**, who had played semi-competitively in the late 1980s and early 1990s while working at the University of Georgia. He began teaching Ultimate to a few IDC colleagues in 2000, but it wasn't until the following year when another experienced player, VP/Online Services **Cort Isernhagen**, came on board that more games took place. This year, a core group of 12 and a handful of other IDC employees and friends have turned out regularly, rain or shine.

So far the group has just played among themselves, but Hall says based on how much the level of play has improved, he thinks 2003 could be the time for a few games against other companies. Still, "we welcome any and all newcomers to the sport," Hall said. "You can have players on the field with wide differences in skills, and still have a great game."

DAVID PARKER

*(Front, l-r): Henry Lively, **Rick Villars**, **David Linsalata**, **Peter Short**, **Paul Morrisette**, **Michelle Obrda**. (Back, l-r): Teresa Lyons, **Paul Rooney**, **Mark Hall**, **Shaw Lively**, **Brian Clarke**, **David Parker**, **Tom Heim**. Other Ultimate-inclined IDCers not pictured: **Dennis Philbin**, **Nicole Felker**, **John Humphreys**, **Cort Isernhagen**, **Keith Waryas**, **Jenny Jones**, **Ross Selafon**, **Jason Spaulding**, **Laurie Seymour**, **Bob Gagnon**, **Cushing Anderson** and **Scott Saunders**.*

Two other IDCers, Group VP **Lee Doyle** and Senior Research Analyst **Amy Mizoras**, play Ultimate Frisbee in competitive leagues in the Greater Boston area.

For more details contact Mark Hall at mhall@idc.com. For more on Ultimate, go to www.ultimatehandbook.com/Webpages/Beginner/simplerules.html. WU

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Terry Cummings** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG* water bottles.

Honorable mentions

"You think you have it bad? They set up my mobile office on the escalator!"
Steven Gray *PC World*

OTIS Elevator's onsite auditor patiently scrutinizes passenger volume.
Simon Salamon *IDC*

"I've heard of climbing the corporate ladder, but this is just pure laziness."
Brian Parker *IDC*

Tom's work/life balance at OTIS was pretty up and down...
Mike Friend *IDC*

"Hi Bob, I see you decided to take it upon yourself to get your career moving again."
Joe Bekas *IDC*

"I knew we'd have less space at 501 2nd Street, but this is ridiculous!"
Camie Kruse *InfoWorld*

"So this is what they meant by mobile office!"
Stephen Brown *IDC U.K.*

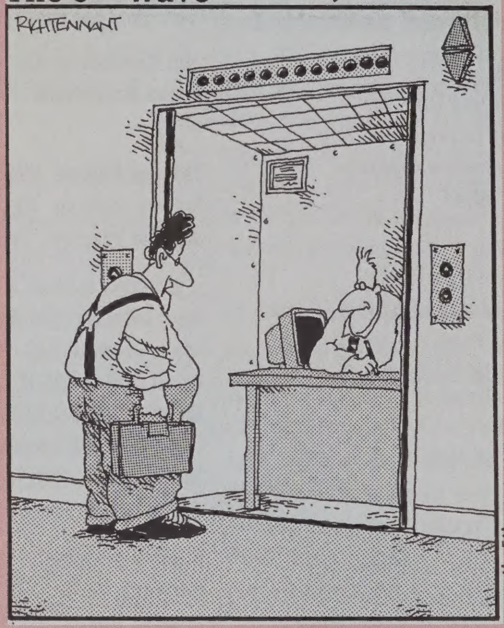
"I'll be honest, Harry. It's going to be near impossible to regulate temperature in your new office."
William Ganci *IDC*

"I'm sorry I made fun of your Kenny G. collection, but couldn't you have just gotten a pair of headphones?"
Laura Blackwell *PC World*

Calendar deadline is Sept. 27!

Sept. 27 is the last day that *IDG World Update* can accept photos for the 19th Annual IDG Employee Photo Calendar Contest. Complete rules are available in the Announcements section of IDG World Update Online (www.idgworldupdate.com). Submit no more than two photos, labeled with your contact information, and send them to IDG World Update, 3 Post Office Square, 4th floor, Boston, MA 02109 USA.

The 5th Wave By Rich Tennant



"So, I bet you won't be telling the boss you want to feel more 'upwardly mobile' again?"
Terry Cummings *IDC U.K.*

"Looks like you're going up in the world."
Andrew Notter *Macworld U.K.*

Rich Tennant's original caption:
"You the guy having trouble connecting to the network?"

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

InfoWorld's **Ted Samson** submitted this month's winning wacky definition for "triple supertwist":

> "A maneuver executed by a member of an understaffed IT department to simultaneously complete three unrelated tasks, such as rebooting the Web server, migrating the company's e-mail systems to a new OS, and helping Tiffany in accounting open an important e-mail with pictures of her pet Shih-Tzu."

Samson will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

bubblesort

Send your entries to world_update@idg.com by **Oct. 22**.

scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Shaw Lively *IDC*
Brian Smyers *IDG*
Martyn Williams *IDG News Service*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

30 SEPTEMBER 2002
VOLUME 32, NUMBER 32

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

New publication from IDG New Zealand focuses on consumer electronics

Magazine broadens universe of potential advertisers beyond traditional IT vendors

If you're an over-30 gadget and gizmo lover with some disposable income, then IDG New Zealand has a magazine just for you – *FFWD*.

The FFWD team (l-r): ***Megan Colquhoun****, creative director;* ***Miriam Wiley****, production manager;* ***Kate Ward****, advertising coordinator;* ***Martin Bell****, publisher;* ***Julie Gilbert****, art director/designer;* ***Alec Brown****, marketing and circulation manager;* ***Sara Goessi****. production editor. Not pictured:* ***Mike Oughton****, sales manager.*

Set for a Nov. 18 launch, the bi-monthly *FFWD* will focus on "the latest and greatest from the world of home entertainment and consumer electronics," said **Martin Bell**, IDG Communications New Zealand general manager and publisher of *FFWD*. Specific areas to be covered will include home theater, digital cameras and camcorders, computer games and consoles, cellphones and personal digital assistants, and wired homes.

"The whole field of electronic entertainment in the home is on a rapid path of innovation and convergence," Bell said. "Fundamental to this convergence is the use of digital technology and the ability to shift files — be they sound, video, still images or application files — from one device to another within a home — or home/work/mobile — environment."

Bell said *FFWD* is part of IDG New Zealand's overall strategy to reduce its reliance on the single primary revenue source of display advertising from IT companies. "*FFWD* still has excellent synergies with our existing stable of titles but opens up a whole new

continued on page 5

ITworld.com name change reflects expanded customer base

Capitalizing on its success in delivering integrated, Web-based marketing solutions, ITworld.com has changed its company name to Accela Communications, Inc. The new name, pronounced "Ak-SELL-ah," reflects the company's commitment to accelerating business growth through lead generation for an ever-wider array of customers that include, but are not limited to, IT-related clients.

"Our company has evolved significantly over the past three years, and we want our name to best represent our core customer value and strength: accelerating sales and business growth through Web-based marketing initiatives," said President & CEO **Bill Reinstein**. "Each of our key products — AccelaCast™, LEADS™ and ITworld.com — fully supports this mission, so it is a natural step for us."

Accela COMMUNICATIONS

AccelaCast is the new name for the proprietary Webcast platform that has been used for more than 600 Webcasts in partnership with IDG publications such as *Bio•IT World*, *CIO*, and *Network World* and directly for companies such as IBM and Dell and, most recently, non-IDG content publishers such as Forbes.com and VNU's *Sales and Marketing Management* magazine (see *IDG World Update*, Sept. 16). Along with the platform itself, Accela Communications offers customers a complete package of of Webcast production

continued on page 4

> *"We want our name to best represent our core customer value and strength: accelerating sales and business growth through Web-based marketing initiatives."*
>
> *— Bill Reinstein*

newsworthy

in brief

IDC beefs up focus on large Mexican market with fully owned subsidiary

(L-R): Victor Sanchez, KPMG; Guillermo Solano, Accenture; Barbara Mair, HP Mexico; IDC President **Kirk Campbell**; Eddy Razetto, Intel Mexico; Margain Julio Cesar, eMexico; Ricardo Carrean, Intel Mexico; **Hector Nava Marquez**, IDC Mexico Country Manager.

(L-R): **Alexandra Martinez**, IDC Latin America hardware program director; **Ruy Mendez**, IDC Brazil country manager; Alfredo Flores, Mexmal; Luis Bernardo Carillo, JD Edwards; **Edgar Fiero**, IDC Mexico consulting manager; **Michael O'Neil**, IDC Canada country manager; Israel Vicente, JD Edwards; **Daniel Cardamone**, IDC Latin America, vice president.

Recognizing the nation's growing markets, IDC this month reconstituted its Mexico division from an independent representative to a full subsidiary.

"Mexico has a $7 billion IT market and a $23 billion telecom market. It is too big and strategically too important for our long-term success and stability in the region not to have a fully-owned subsidiary in the second largest market in the region," said **Eric Prothero**, group VP, IDC Latin America. "A subsidiary will allow us to more closely align our regional portfolio, events, and consulting to the needs of our multinational clients." According to Prothero, there have been four IDC independent representatives in Latin America – Argentina, Chile, Colombia and Venezuela – for nine years and IDC subsidiaries in Brazil and now Mexico.

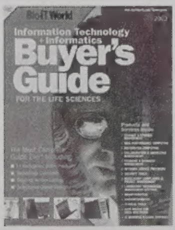
IDC Mexico's early September launch party drew 230 industry analysts, marketers and engineers and more than 25 local journalists who joined the nine IDC Mexico staff members and a contingent of high-level IDC managers. They included IDC President & CEO **Kirk Campbell**, Senior Executive VP/Research **John Gantz**, IDC Asia Pacific Senior VP **Philippe de Marcillac**, IDC Korea General Manager **Duk-Hwan Oh**, IDC Canada Country Manager **Michael O'Neil**, IDC Brazil Country Manager **Ruy Mendes**, IDC Senior Executive VP/Research **Gigi Wang** and IDC VP/Enterprise Accounts **Ken Hoyt**.

Leading the IDC Mexico team are General Director **Hector Nave Marquez**, who has more than 13 years of management experience, primarily with software and outsourcing firms; Consulting Manager **Edgar Fierro**, previously with EDS; and Sales Manager **Raul Ceja** who has a background in sales with BMC Software, Tivoli Software, and IBM.

"Our focus in year one will be to gain credibility and relationships one-on-one with our client base and the market" Prothero said. "Our competition here is our former licensee Select, The Gartner Group, and Yankee Group. Our regional and worldwide research process and network is the key differentiator over Select and our product breadth and regional strength sets us apart from Gartner and Yankee."

For details, contact Eric Prothero at eprothero@idc.com. WU

Bio•IT World's innovative life sciences buyer's guide charts new territory



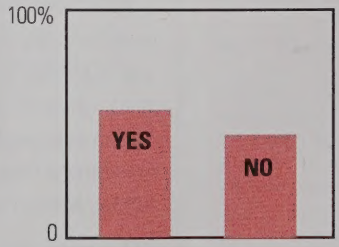
Launched earlier this month in print and online, Bio•IT World's *IT & Informatics Buyer's Guide for the Life Sciences* is a first-of-its kind comprehensive resource. "All of the buyers' guides we've seen in the life sciences market look like Yellow Pages directories," said Bio•IT World President & CEO **Morris Levitt**. By contrast, only Bio•IT World's guide offers features such as:

- Profiles of more than 300 companies and more than 800 products and services.
- Unique criteria to assist buyers with their purchase decisions, including vendors' expertise and experience in the life sciences; plus partners, customers, and comparative specs and pricing.
- 24 X 7 online access for decision-makers.
- Up-to-date information, with online admin access for vendors to update their listings.
- User experience: rating vendors in overall value, support, quality and features.

For more details go to www.bio-itworld.com/buyersguideinfo. WU

Question of the week

The majority of IDG employees responding to last week's Question of the Week -- Are you feeling confident that IT ad spending will begin to recover in FY03? -- are feeling hopeful with 56% saying yes.



Be sure to visit www.idgworldupdate.com and answer this week's question: **If you didn't have to work, would you?**

executive Q and A

Morris Levitt
The president and CEO of Bio•IT World is this week's guest columnist. He may be reached at morris_levitt@bio-itworld.com.

Bio•IT World at-a-glance

Established 2001

Location Framingham, Mass.

Employees 22, plus two independent sales representatives

Web site
www.bioitworld.com

Products
- *Bio•IT World* (monthly tabloid, circulation 25,000 controlled)
- *IT and Informatics Buyers Guide for the Life Sciences*
- Life Science Equipment Buyer's Guide (scheduled for February 2003)
- Six e-mail newsletters (with two more being launched)
- Strategic Insights: a series of seven magazine-sized inserts, beginning in November.

Most recent accomplishment The September debut of our *IT & Informatics Buyer's Guide for the Life Sciences* in print and the launch of the Buyer's Guide online were tremendous accomplishments. In just a few months, the Bio•IT World team — editorial, sales and marketing — collaborated to create an incredibly comprehensive, useful source of information on all relevant products and companies.

Q How would you describe Bio•IT World's mission and market niche?

A Bio•IT World's mission is to provide high-quality, focused information products designed to help managers advance biotech and pharmaceutical business success through the effective utilization of bio-IT – including information technology, informatics, and data-generating life sciences equipment — throughout the life sciences R&D value chain.

The community we serve consists of senior-level IT and scientific management in biotech, pharma, healthcare, government and academic organizations who purchase and use a specific set of technologies to drive life sciences research and development.

We've targeted this market because it's a large, high-growth market. IDC and others project it to be the single fastest growing market for IT infrastructure, with compound annual growth exceeding 20%. There's also a robust growth market for life science equipment and instruments. The economic driver behind these growth markets is the necessity to improve the efficiency of drug discovery and the development of significant numbers of new drugs for major diseases. Specifically, as exemplified by the mapping of the human genome, there's been an explosion of data in the life sciences, and biology has been transformed into a data and computation-intensive discipline.

At the time of our launch, we had a unique position. But our editorial coverage and marketing programs do overlap with a number of bio-science publications, from *Genome Techology* to *Science* magazine. In fact, we measure ad pages against a 10-book market, across specific ad categories. More recently, one new publication positioned directly against us has joined the market. However, they do not have either the editorial quality or the branding clout in the IT market of IDG and have not captured significant advertising dollars.

Q What percentage of Bio•IT World's clients are new to IDG? What's been their reaction, and that of more traditional IT clients, to the title?

A *Bio•IT World* had a total of 88 advertisers in its first seven issues, consisting of traditional IT suppliers, informatics companies and life science equipment companies. Dozens of these advertisers in the latter two categories are new to IDG. The reaction of the advertising community in general has been overwhelmingly positive, but we still have our missionary work cut out for us: persuading traditional IT vendors that the life sciences is the right place to target with their still-tight marketing dollars, and persuading life sciences companies that bio-IT professionals play a significant role in the purchasing decision for their products. We've just completed a major subscriber purchasing study that conclusively supports both theses.

Q Has it been difficult to find writers with the right mix of journalism, bio-IT and IT experience?

A There is a limited pool of talented editors with sophisticated life science and/or IT backgrounds. Fortunately, we were able to attract a number of outstanding editors with specific expertise in IT, informatics and life science precisely because of our interdisciplinary mandate.

Q What is Bio•IT World's relationship with IDC and IDG World Expo?

A We've collaborated very closely with both groups from day one. For example, IDC contributes a monthly column to the magazine; we promote their life sciences market research services to our readership and customers. On the expo side, we are the Flagship Media Sponsor of the upcoming BioITWorld Conference & Expo in San Diego (Nov. 12-14) and host of the show's first Best of Show Awards. More broadly, an IDG Life Sciences coalition has been formed that includes Bio•IT World, IDC, World Expo and IDG Ventures. This coalition meets at least monthly to explore and implement collaborative marketing and selling programs.

Q Are venture capitalists extra cautious about bio-IT start-ups given past dot-com excesses, and how does the VC market affect your title?

A According to a recent article in *BIO News*, the publication of the Biotechnology Industry Organization, financing of biotechs — mostly private — remains available for the industry, which raised $7.8 billion in the first half of 2002. In fact, privately held, venture-stage companies have suffered no financing crunch this year, though valuations have tumbled from their high in 2000. At $1.9 billion, venture capital investment in biotech during the first half of 2002 was actually up 11% vs. the same period last year.

Biotech in general, and bio-IT specifically, is still spawning lots of new companies, and (unlike the dotcoms) they're real companies, with real products and real revenues moving through the pipeline. And they need to buy IT, informatics and life science equipment to be successful.

Accela Communications at-a-glance

Location Southborough, Mass.; some sales representatives in San Francisco

No. of employees 38

Website www.accelacommunications.com

Management team
- President & CEO **Bill Reinstein**
- COO **Rich Mikita**
- CFO **Ed Pierce**
- VP Sales **Clare O'Brien**
- VP Partner Development **Jeff Bodenmann**
- VP of Marketing, Audience Development **Ann Roskey**
- VP of Engineering **Doug Loyer**
- VP Webcasts and ePublishing **Betsy Bellar**
- VP Human Resources **Kristen McIsaac**

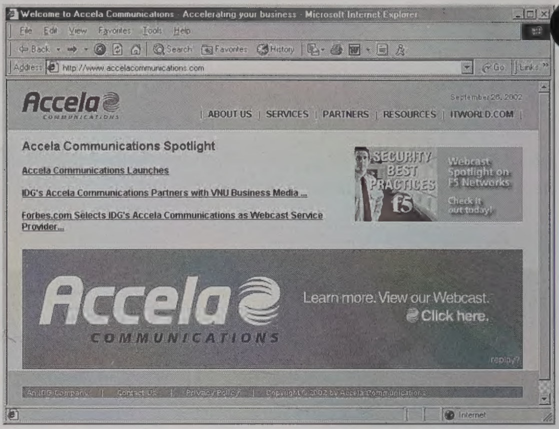
Accela

continued from page 1

and marketing services. LEADS is the Lead Evaluation and Delivery System, a single point of entry to gather, track and manage leads from any Web-based marketing campaign. ITworld.com, the award-winning Web site, is now a product brand within Accela Communications and will continue to develop and disseminate IT-specific content through e-mail newsletters, white papers and educational Webcasts.

Creating a new company name was no easy task. "Choosing a new brand was challenging not only because of the scarcity of good domains, but also because this exercise really forced us to evaluate exactly how our mission has evolved and how our products support that mission," said VP Marketing and Audience Development **Ann Roskey**. "I think we've come up with something that accurately represents who we are and will help to build on our increasing momentum. This was a group-think effort that kept coming back to the 'accelerating business through lead generation' theme."

Given the increasing demand for its Webcast marketing solutions, Accela Communications is in the process of building a full-featured studio optimized for capturing and editing Webcast content at its Southborough, Mass., office. "Having our own facility, rather than always renting studio time elsewhere, will give us a lot more control over scheduling, shorten the production cycle, and best of all will pay for itself after the first 10 programs," said COO **Rich Mikita**.


Welcome to Accela Communications - Accelerating your business - Microsoft Internet Explorer

http://www.accelacommunications.com

September 26, 2002

Accela Communications Spotlight

Accela Communications Launches

IDG's Accela Communications Partners with VNU Business Media ...

Forbes.com Selects IDG's Accela Communications as Webcast Service Provider...

File Edit View Favorites Tools Help
Back Search Favorites History
Address
Go Links
Accela COMMUNICATIONS
ABOUT US | SERVICES | PARTNERS | RESOURCES | ITWORLD.COM
SECURITY BEST PRACTICES
f5
Webcast Spotlight on F5 Networks
Check it out today!
Accela COMMUNICATIONS
Learn more. View our Webcast.
Click here.
replay?
An IDG Company | Contact Us | Privacy Policy | Copyright © 2002 by Accela Communications
Internet

*Accela Communications' Web site features a Webcast of President & CEO **Bill Reinstein** describing his company's product offerings.*

The company's new Web site, www.accelacommunications.com, features Reinstein in a Webcast describing the company and its ability to provide products that customers can use to get measurable returns on their marketing investments. For more information contact Ann Roskey at ann_roskey@accelacommunications.com. WU

Coming up

PC World Latin America Awards
Oct. 10
Rit-Carlton Hotel
Coconut Grove, Fla.
www.pcwla.com
Contact: margaret_cejas@idg.com

IDC's Global Research Advisory Council
Oct. 12-14
Marriott Rancho Las Palmas
Rancho Mirage, Calif.
Contact: Sandra Kowalski
skowalski@idc.com

AGENDA 2003
An IDG Executive Forums event
Oct. 12-15
The Phoenician
Scottsdale, Ariz.
www.agendaweb.com

Storage Networking World/Fall
Oct. 27-30
Renaissance Orlando Resort
Orlando, Fla.
www.computerworld.com/snw

European Storage Vision
Oct. 30
Kempinsky Airport Hotel
Munich
www.idc.com/events

European IT Banking Forum
Nov. 11-12
Milan Marriott Hotel
Milan, Italy
www.idc.com/events

BioITWorld Conference & Expo
Nov. 12-14
San Diego Convention Center
San Diego, Calif.
www.bioitworldexpo.com

Vietnam Hi-Tech Fair
An IDG World Expo Asia event
Nov. 12-15
Vietnam Exhibition and Fair Centre
www.idgvietnam.com/hitechfair2002

IDC IT Spending Outlook: Targeting Vertical Industries to Gain Market Share
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/events

Storage Networking World Tokyo
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

Security Tech Update
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

DataCenter Conference 2002
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

IDG

September 30, 2002

Sr. Tax Accountant (CSG)

IDG's Corporate Services Group is searching for a Senior Tax Accountant to join the tax team. The individual in this position will be responsible for the preparation of the consolidated federal and state income tax returns as well as sales tax and other miscellaneous tax returns. This position will assist in the year end tax provision for the company's financial statement audit and contribute to ongoing tax planning and research projects. Candidate will also have the opportunity to assist with the federal, state income, and state sales tax audits. This is a fast paced, busy environment with the opportunity to gain exposure to the different areas of tax. Candidates must be detail oriented with the ability to stay focused in an area of constant change. A Bachelor's degree is required; an accounting background is a plus.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Conference Manager (CXO)

CXO Media seeks a Conference Manager to join its Executive Programs team. This position will be responsible for content development of individual programs or events. This includes researching and developing conference themes and session content, researching and recruiting speakers for conferences (CIOs and other C-level executives, industry gurus, authors, academics), writing and developing initial conference and session descriptions, assisting in onsite program management at all events, providing all necessary speaker support, and coordinating conference activities and responsibilities with CXO editorial. Success in this role depends on excellent communication and organizational skills, ability to interact with senior-level executives, and knowledge of key issues of concern to CIOs/CXOs. Background in writing/researching articles of interest to senior level technology executives required. Ideal candidates will possess a minimum of 5 years related experience and a Bachelor's degree in journalism, business or technology or equivalent work experience. Must be able to travel.
Location: Framingham – MA
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Research Analyst, HW Channels (IDC)

IDC's Hardware Channels Program is seeking a Research Analyst to provide insightful guidance, analysis, and consulting about the routes to market for volume products including PCs, SHHD, printers, etc. The Channels Program covers a wide range of technologies providing you the opportunity to develop a breadth of knowledge and experience with analysts and consulting members across IDC. As an IDC Analyst you will be responsible for client inquiry and client relationship management, survey work, research production, multi-client studies and business development.
Location: Framingham – MA
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

FFWD

continued from page 1

market of advertising dollars for us," he said.

FFWD will have only one competitor in the local market, a weak one, according to Bell. "Their mix of poor production values and advertorial content, thinly disguised as reviews, do little to assist the consumer in making informed buying decisions," he said. "This has created a significant opportunity to produce a top-quality magazine that does things right. Readers are certainly clamoring for this type of magazine and, interestingly, the vast majority of the vendor community is as well."

The initial print run will be approximately 15,000 copies, with the launch issue expected to be 100 pages, 28 of those advertising. *FFWD* will be sold via newsstands and look to build a significant subscription base over time. Bell said *FFWD* will be mailed free to all paying subscribers of *PC World New Zealand* and *Unlimited*, IDG NZ's business monthly. "This will allow us to use *FFWD* as a subscription premium to *PC World* and *Unlimited*, and in so doing convert a number of casual newsstand purchasers of these magazines into paying subscribers." He said was confident the free copy of *FFWD* would dramatically improve subscription renewal rates for *PC World* and *Unlimited* as well. "It will also deliver *FFWD* directly into the hands of affluent, early adopters of technology, exactly the sort of people our advertisers want to be reaching."

> *The 60-plus full-time employees of [IDG New Zealand] produce six regular magazines, an annual directory, a number of one-time and special publications, Web sites, a major annual exhibition and several events and conferences.*

By the time *FFWD* rolls off the presses in November, it will have been in development for nearly a year. A trial balloon was sent up as a 32-page section in the Dec. 2001/Jan. 2002 *Unlimited*. IDG New Zealand then produced a 52-page stand-alone supplement distributed free with the July 2002 issues of *PC World* and *Unlimited*.

And all this with no dedicated staff. "We'll be using a dedicated team of multi-tasking maestros," Bell said. "Staff members are very good at multi-tasking – we have to be!" The 60-plus full-time employees of the business unit produce six regular magazines, an annual directory, a number of one-time and special publications, Web sites, a major annual exhibition and several events and conferences (including this month's CIO Conference and May's ICE Expo 2003). "At any one time any member of the staff can be wearing a number of hats," Bell said. "For the first issue I'll be acting as both publisher and editor, although we plan to hire an editor before the end of this year."

Bell said he'd received "excellent support" in developing the *FFWD* concept from several IDG colleagues. "[International Publishing Services President & CEO] **David Hill** and IDG News Service Editor-in-chief **Elizabeth Heichler** were instrumental in putting me in touch with several key people at the IDG News Service who will now be ongoing contributors to the magazine, particularly Tokyo Correspondent **Martyn Williams** and U.S. Assistant News Editor **Nancy Weil**. [Publisher] **David Fernando** and [Deputy Editor] **Emma Northam** at *PC Advisor* in the U.K. have also offered the use of content from their magazine, while **Don Kennedy**, managing director of IDG Australia, has also lent his support. And the team at IDG NZ has been hugely helpful with advice on the composition of the magazine, offers for writing and story ideas."

Bell said there was no *FFWD* Web site planned "while the online market remains so fickle."

For more information contact Martin Bell at martin_bell@idg.co.nz. WU

IDG New Zealand nuggets

Year established 1986

Location Auckland

Web site www.idg.co.nz

New event for 2003 ICE Expo 2003 (subtitled Internet, Computers, Entertainment: The Ultimate in Tools and Toys). Set for May 2-4, 2003 in Auckland, it is expected to be the country's largest technology expo and will bring together more than 80 exhibitors from the telecommunications, home theatre/entertainment, computing, Internet, electronic and digital imaging sectors.

Kiwi electronics

New Zealand electronics market figures, according to GFK, the retail sales monitor for the industry.

Camcorders	NZ$36M (US$16.8M)
Television	NZ$175M ($82M)
Audio	NZ$75M ($35M)
VCR	NZ$43M ($20M)
DVD	NZ$21M ($9.9M)
Total	NZ$350M ($164M)

Why wait for snail mail? A copy of World Update can be in your e-mail box every Monday.

IDG World Update is now available in PDF format via e-mail

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

For those readers who prefer HTML text, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. If you would like to have the "This Week in IDG World Update" headlines and a link to the online site e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

For more information, contact the editors at world_update@idg.com.

noteworthy people

Moody

IDG WORLD UPDATE

Drawbaugh

New employees

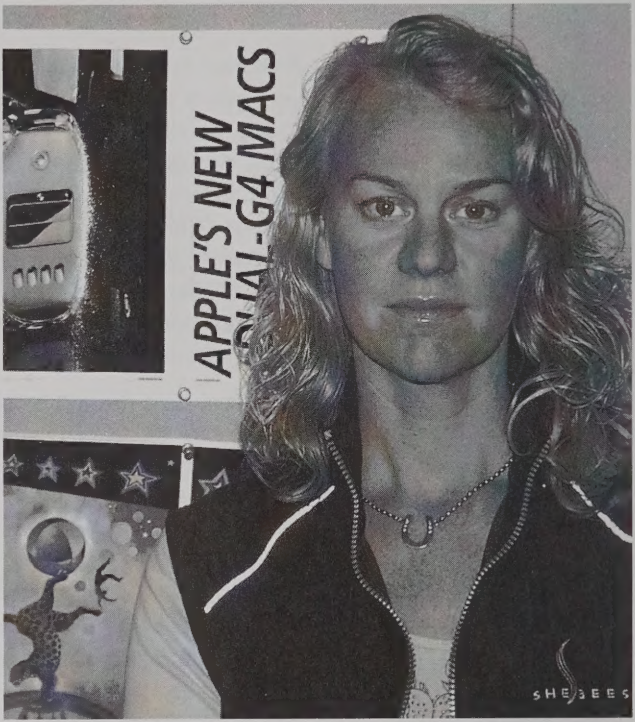
Sylvia Moody is the new receptionist/assistant at the Irvine, Calif., regional sales office. Previously a front office assistant at Relsys International, Sylvia has a degree in administration from Orange Coast College in Costa Mesa, Calif. Outside the office, she trains dogs and shows her Scottish Terrier, Rocket.

Holly Drawbaugh is *PC World*'s new director of single copy sales, managing all aspects of the monthly's print and digital newsstand sales, including national, direct and international distribution. She was previously circulation director at Trans High Corp; prior to that she was direct sales manager at Weider Publications for publications such as *Shape* and *Men's Fitness*. She graduated from the University of Pittsburgh with a B.A. in English writing and enjoys pilates and going to concerts.

Nikki Turnbull has joined *PC Advisor* in London as the company's office manager. She was previously a senior sales consultant for Car-phone Warehouse, Plc. Nikki studied law and French at the University of the West of England in Bristol. In her spare time she enjoys traveling — particularly to places where she can go snowboarding – and experiencing different cultures and languages.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

On the job: *MW* Art Director Jennifer Steele



IDG WORLD UPDATE

*Overseeing the process so that the best possible illustrations find their way into Macworld is just one of **Jennifer Steele**'s responsibilities.*

In an industry made up largely of software CDs and boxes with wires coming out them, how do you make a publication devoted to computer technology visually appealing?

"We don't want to show a boring box shot of a particular product, so most of the time we try to illustrate ideas conceptually," said **Jennifer Steele**, *Macworld* art director. "That's the whole point of hiring illustrators."

Once a month the San Francisco-based monthly holds an art-edit meeting in which Steele and the *Macworld* editors review the upcoming features and decide whether a story should have a conceptual or photographic illustration. Because there are only a handful of major new hardware announcements a year that require photographic representation, illustrators are most often used for features, photographers rarely so, Steele said, perhaps three or four per year.

While the general direction of art to accompany a story is decided in the art-edit meeting, Steele said she wants the artist's take on it, too. "If we have a really specific idea they get more direction; if it's more conceptual we allow them freer rein."

Artists are given two to three weeks of turnaround time. "In that time I usually see a first sketch within a week," she said. "If we approve it they have another week or so to bring it to the final full-color stage. If we don't approve it, they start over again." Some artists work freehand, some use computers. (Steele said nine out of 10 of those use Macs).

Steele often shows the editors one pre-layout on which they can make changes before the layout is completed. "They have a lot of input on the illustration, but I put together the way the story looks with regard to color and texture," she said.

Steele graduated from the Maine College of Art in Portland, Maine, with a B.F.A. in graphic design and dabbles in photography and collage outside the office. She started her IDG career as a designer at *Publish* magazine in 1993. After working there for several years she left to pursue other media. She began freelancing for *Macworld* in 2000 and became a full-time employee this January.

Her favorite part of her job is working with artists from all over the globe — "I love to travel, and it makes me feel like we have an international flavor here at the magazine." Her least favorite? "Finding the balance between my innate perfectionism and non-negotiable deadlines." Her biggest challenge is "getting everything done on time and feeling that it's the best I can do."

"Graphic design is my first love," she said. "But I never thought that I'd wind up making a career in publishing." WU

service Anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Ann Clark *IDC*
Nora Hörmann *IDG Germany*

24

Helga Biesel *IDG Germany*

22

Maria del Carmen Doehler *IDG Germany*

21

Karin Giffhorn *IDG Germany*

20

Nilcimar Laino *IDG Brazil*

18

Juan Marquez *IDG Spain*
Anton Paunert *IDG Germany*
Ingrid Holzbauer *IDG Germany*

17

Carol Spach *CXO Media*

16

Cheryl Podda *IDG Australia*

13

Mario Toffoletti *IDG Italy*
Christoph Witte *IDG Germany*

12

Wilson Wan *IDC China*
Andrew Ware *IDC*
Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*

11

Jose Palacios *IDG Spain*
Darren Whiteman *IDG U.K.*
Ines Mühlbauer *IDG Germany*
Stephan Scherzer *IDG Germany*
Stefan Ueberhorst *IDG Germany*

10

Robert Payton *IDC*
Toshiro Nishibara *IDG Japan*
Wlodzimierz Duszyk *IDG Poland*
Peter Rodrigues *IDG Brazil*
Jürgen Hill *IDG Germany*
Iris Müller *IDG Germany*

9

Stan Peck *IDC Canada*
Beata Narewska *IDG Poland*
Eleonore Rauchmann *IDG Germany*
Bernd Reder *IDG Germany*
Edith Höllersberger *IDG Germany*
Michael Freter *IDG Germany*
Nikki Wilson *IDG Recruitment Solutions*

8

Emily Berman *IDG Research Services*
Roberta Prandini *IDG Italy*
Deborah Vilella *IDG Italy*
Claus Krogh *IDG Denmark*
Wolfgang Sommergut *IDG Germany*
Kerstin Lohr *IDG Germany*
Margarete Kuther *IDG Germany*

7

Lisa Brown *CXO Media*
Gail Edgett *IDG*
Karen Battley *IDG Global Solutions*
Alexander Dankesreiter *IDG Germany*
Heidi Schwab *IDG Germany*
Hiroshi Wada *IDC Japan*

6

Alejandro Garcia *IDG Spain*
M. Luisa Gijon *IDG Spain*
Lars Goransson *IDC Canada*
Linda Djurhuus *IDG Denmark*
Martin Canning *IDC Benelux*
Ursula Nehring *IDG Germany*
Jordanka Slavcheva *IDG Bulgaria*

5

Mitchell Rose *IDC*
Cathleen Moore *InfoWorld*

4

Ellen Romanow *CXO Media*
Regina Marie Adams *IDC*
Sara Fitzgerald *IDC*
Tom Valovic *IDC*
Robyn Patrick *IDC*
Naja Burkal *IDC Denmark*
Kathleen Moran *IDG World Expo*
Jesper Troelstrup *IDG Denmark*
Henrik Sonne *IDG Denmark*
Ervin Hansen *IDG Denmark*
Alexandra Mesmer *IDG Germany*
Michael Frey *IDG Germany*
Hans-Jürgen Humbert *IDG Germany*
Michael Schmelzle *IDG Germany*
Alexander Bauer *IDG Germany*
Walter Reindl *IDG Germany*
Ingrid Breitenberger *IDG Germany*

3

Travis Darrow *IDC Hong Kong*
Al Gillen *IDC*
Rebecca Williams *IDC*
William Casey *IDC*
Esther Macias *IDG Spain*
Denis Vance *IDC Canada*
Karen Bitran *IDC Brazil*
Miyuki Tokita *IDG Japan*
Linda Drasal *IDG Germany*
Beate Wöhe *IDG Germany*
Axel Hollenbach *IDG Germany*
Eva Fertner *IDG Germany*
Melanie Bernard *IDG Germany*
Bernhard Haluschak *IDG Germany*
Christian Vilsbeck *IDG Germany*
Nico Hartmann *IDG Germany*
Michael Eckert *IDG Germany*
Malte Jeschke *IDG Germany*
Eivind Malm *IDC U.K.*
Jamie Snowdon *IDC U.K.*
Hanh Nghi *IDG Communications*
Alex Wagner *InfoWorld*
Denise Taute *IDG Australia*

2

Reuben Tan *IDC Australia*
Ricardo Villate *IDC*
Staffan Engstrom *IDC*
Gabriel Pino *IDC Sweden*
Amanda Fox *Bio-IT World*
Sarah Hindmarsh *IDG World Expo*
Deb Walsh *Bio-IT World*
Daniel Avila *IDG Spain*
M. Jose de Cadiz *IDG Spain*
Marco Bertoli *IDG Italy*
Claudio Leonardi *IDG Italy*
Maria Roncaglia *IDG Italy*
Anja Garbarsch *IDG Denmark*
Dan Nim Andersen *IDG Denmark*
Andrea Regina Renger Almeida *IDC Brazil*
Kuniko Tanaka *IDG Japan*
Naomi Otsuki *IDG Japan*
Martina Clausen *IDG Germany*
Werner Gebhard *IDG Germany*
Volker Lückenkemper *IDG Germany*
Martin Ottomeier *IDG Germany*
Verena Zach *IDG Germany*
Claudia Capello *IDG Germany*
Tanja Braun *IDG Germany*
Ana Angelovska *IDG Germany*
Riem Sarsam *IDG Germany*
Ryuichi Yokoyama *IDC Japan*
Tadako Aoyama *IDC Japan*
Kyuka So *IDC Japan*
Jo Ramsden *IDC U.K.*
Helen Guzzwell *IDG New Zealand*
Sharlana Bacchus *IDG Global Communications*

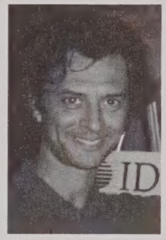
1

Pipsa Ylä-Mononen *IDC Finland*
Tomas Varoscak *IDG Czech*
Blanche Joyce *Accela Communications*
Sarah Taylor *IDG Global Solutions*
Frank Jensen *IDG Denmark*
Takayuki Hirano *IDG Japan*
Chigiri Ino *IDG Japan*
Pavlin Stojchev *IDG Bulgaria*
Tsutomu Maeda *IDC Japan*
Kim Horner *IDC U.K.*
Govinda Bader *IDG Communications*

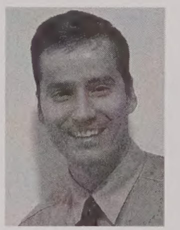
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Karin Giffhorn, *21 years*

Carol Spach, *17 years*



Mario Toffoletti, *13 years*



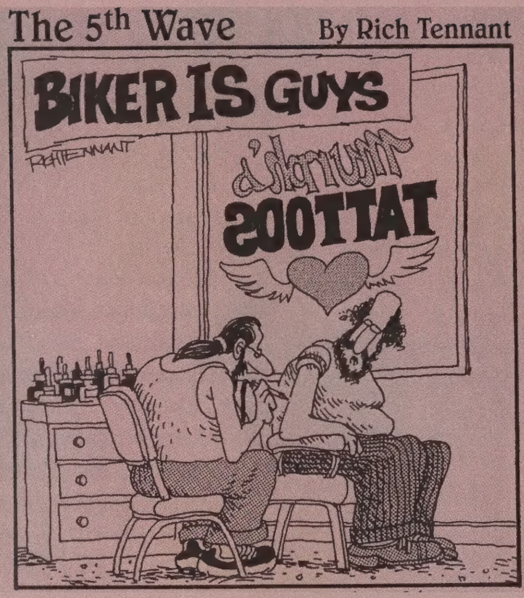
Stephan Scherzer, *11 years*

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Oct. 29.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive collapsible IDG cups.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.



____

____

____

____

Computerworld turns 35, lists 35 high-tech innovations

Computerworld is celebrating its 35th birthday with a commemorative issue debuting today, "35 Years of High-Tech Innovation." For one of the many features, the staff created a list of the 35 products and technologies that have had the greatest impact on enterprise IT since 1967.

1. Dynamic RAM
2. Graphical user interface
3. Internetworking
4. Microprocessors
5. Electronic spreadsheets
6. Unix
7. Unbundled software
8. Generalized Markup Language
9. Relational database
10. Wireless networking
11. Internet e-mail
12. Winchester Disk
13. Data Encryption Standard
14. Ethernet
15. The IBM Personal Computer
16. The portable computer
17. NetWare
18. The LaserJet printer
19. Lotus Notes
20. The Office suite
21. Microsoft Windows 3.0
22. Windows NT
23. The World Wide Web
24. Java
25. Personal digital assistants
26. CICS
27. Removable storage
28. Word processors
29. Bar codes
30. Inexpensive modems
31. Compaq Computer Corp.'s PC clone
32. Linux
33. Portable Document Format
34. Storage-area networks
35. Multimedia convergence

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

InfoWorld's **Ted Samson** submitted this month's winning wacky definition for "triple supertwist":

> "A maneuver executed by a member of an understaffed IT department to simultaneously complete three unrelated tasks, such as rebooting the Web server, migrating the company's e-mail systems to a new OS, and helping Tiffany in accounting open an important e-mail with pictures of her pet Shih-Tzu."

Samson will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

bubblesort

Send your entries to world_update@idg.com by **Oct. 22**.

DoCoMo bump mapping Web clipping memory effect

scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

and finally..

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ellen Fanning *Computerworld*
Diane Lieberman *Bio•IT World*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

7 OCTOBER 2002
VOLUME 32, NUMBER 33

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC's European IT Forum draws high-caliber attendees

550 senior IT executives focus on key trends and opportunities

The 12th Annual
The European IT Forum 2002
IDC'S FLAGSHIP EVEN

IDC's SVP Communications and Internet Research ***Gigi Wang*** *addresses attendees at this year's European IT Forum.*

For 12 years, the IDC European IT Forum has provided an exclusive platform for Europe's leading IT vendors and their CEOs to communicate with their customers, analysts and the press, while examining the key trends, challenges and opportunities on the technology horizon. This year's forum, which took place Sept. 16-17 at the Grimaldi Forum in Monaco, continued that tradition.

"IDC's most senior analysts built a program that addressed the hottest technology trends and most pressing business issues facing our industry today," said **Francesco Corrà**, VP, IDC EMEA Conference Group. Among the more than 45 speakers addressing Forum attendees were 14 senior IDC analysts from the U.S. and Europe, who spoke on a wide range of topics including: "What's Driving the IT Market Rebound in Europe," "Global Software in a

continued on page 5

And the calendar winners are...

See page 6 for a list of those employees whose pictures will grace the pages of the 2003 calendar.

IGS EMEA wins prestigious award for HP campaign

When the IDG Global Solutions (IGS) EMEA team partnered with Hewlett-Packard to help the vendor promote its "Always On Internet Infrastructure" earlier this year, it knew the program it developed was a winner. And now, after winning Best Campaign in the IT/Telecoms Sector at the 2002 Media & Marketing Awards Europe — the most prestigious advertising awards in the region — last month, so does everyone else.

Celebrating their big win at the Media & Marketing Awards Europe are IDG Global Solutions' ***John O'Malley*** *and* ***Matthew Yorke*** *(second and third from left), Optimedia Managing Director Philip Talbot (fifth from left) and his team.*

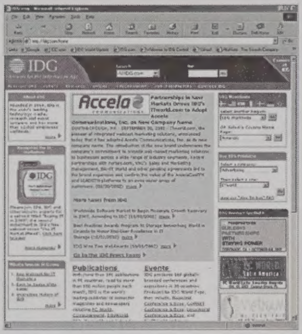
Designed to position HP as a thought leader in tune with the challenges facing CIOs, the marketing program comprised IGS-commissioned research in which more than 900 CIOs and senior IT decision makers in five European countries were interviewed. This research led to a 16-page white paper available on an IDG-created HP microsite and a four-page insert that ran in 22 IDG publications in 21 countries. All told, the campaign resulted in $1.2 million of incremental revenue for the participating publications. (For a full description of the program, see *IDG World Update*, March 11, 2002.)

Within one week of launching the campaign, more than 1,100 senior IT decision makers representing global companies including Unilever, Nokia, Alcatel and Deutsche Bank, logged onto the HP site for more information, according to HP.

continued on page 2

IDG sites capture three awards from Web association

IDG.com, JavaWorld and MacCentral take home honors



Make some more room in the trophy case. The Web Marketing Association (WMA) last week named IDG's corporate Web site (www.idg.com) the Best International Business Website and the Best Publishing Website, besting more than 500 international Web sites for its design, innovation, content, navigation, and use of technology.

DeBalko

"These awards acknowledge IDG's continuing leadership in developing innovative Web resources for our customers," said **Jeff DeBalko**, president of IDG Global Communications. "These awards reflect the creativity, hard work and dedication of our Web teams who combined design, usability, and technology excellence to meet the visitor needs. We are particularly proud of the Best International Business Website award as it strongly reflects our commitment to serving our customers in 85 countries."

IDG's JavaWorld site (www.javaworld.com) collected a 2002 Standard of Excellence WebAward from the WMA. Saying they were "thrilled" to win the award, JavaWorld Editor-in-Chief **Carolyn Wong** noted, "Since 1996, JavaWorld has been constantly evolving, and we will continue to help IT professionals more effectively utilize and implement Java solutions."

Wong

Mac Publishing's MacCentral Macintosh Web site also took home a 2002 Standard of Excellence WebAward. "It means a great deal to be recognized for our achievements in the competitive environment of Macintosh news Web sites," said **Jim Dalrymple**, MacCentral news director. "We strive to provide our active community of Mac users with the most up-to-date news and information."

The WMA was founded in 1997 to help set a high standard for Internet marketing and corporate Web development. The Boston-based organization is made up of Internet marketing, advertising, PR and design professionals from around the U.S. interested in improving the quality of advertising, marketing and promotion used to attract visitors to corporate Web sites.

IGS EMEA

continued from page 1

The campaign was entered into the competition by HP's agencies, Optimedia, which worked closely with IGS to create the program, and Publicis. Members of the IGS team who worked on the project included: **Philip Christer**, account manager; **Helen Butcher**, account manager; **Matthew Yorke**, VP business development; **Karen Blythe**, media services manager; **Robert Grange**, senior sales manager; **Joanne Williamson**, marketing executive; and **Colwyn Munro**, senior VP.

"This award was a huge win for all concerned," said **John O'Malley**, president of IGS EMEA/North America. The judges commented that "Hewlett-Packard and its agencies shone through and walked away as winners." They found the campaign "innovative and the creative witty and imaginative." One judge noted, "It turned something that can be boring into something interesting." Said another, "For a sector that is full of egos, this worked for me."

"In developing such unique customer-led solutions that drive revenue and value to IDG's business units, IGS is fulfilling its mission to position IDG as a strategic communications partner," said O'Malley. "Well done to all involved!"

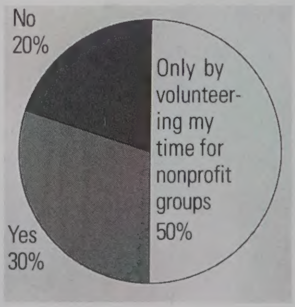
CW plans new conference in '03

Computerworld has added Mobile & Wireless World (M&WW) to its event portfolio in 2003. The conference is a forum for executive-level end-users to discuss and develop strategies for deploying innovative mobile and wireless applications, devices and services across corporate enterprises.

The event will be produced in alliance with MobileTrax LLC, a professional services firm focused on the mobile computing and wireless data market. M&WW will be held Jan. 12-15 in Indian Wells, Calif. For more information go to www.computerworld.com/mww.

Question of the Week

Last week's repondents to the question "Would you work if you didn't have to?" are a community-minded bunch. Be sure to visit IDG World Update Online at (www.idgworldupdate.com) and answer this week's question: Coke or Pepsi?

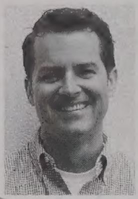


feedback

from the editors

Penny Winn, *editor*

Patricia Smith, *editor*



avid Bromley, *ssistant editor*

For the past few years, the editors of IDG World Update have solicited reader feedback via a program we call "Editor for a Day." Each week we send out a dozen copies of a recent issue of the newsletter along with a pen and ask randomly selected employees around the world to mark up the issue with their thoughts about content, presentation and quality of writing The response to this effort has been great, and we have adopted many of your suggestions (the recent addition of photos to the anniversary page is just one example). This week, we'd like to use this space to respond to some of the most frequently voiced comments and suggestions. We can be reached at world_update@idg.com.

How do you get your information? Why do I rarely see news about my business unit.

Over the years the Smith/Winn/Bromley team (which has been with *World Update* 12, 10 and 5 years, respectively) has established a network of contacts at many business units and often these folks will alert us to news or an event that they think should be covered. We also keep up with the various managers' meetings, product line meetings and outside events sponsored by IDG business units. Periodically, we visit business units around the world. Beyond that, we rely on employees to let us know what is going on locally. Call us or send us a note with the basics. Our contact information appears on the back page of every issue of the newsletter and on IDG World Update Online. We'd love to hear from you.

There's too much U.S. news!

Invariably, the U.S. employees say there's too much international news, and the non-U.S. folks say it's too U.S.-centric. Depending what stories are ready to go at press time, we strive to keep a balance.

Why do you continue to publish a printed newsletter? I like to do my reading online.

You have two options. Since 1996, we have been publishing the IDG World Update online at www.idgworldupdate.com. The site includes this week's company news, a list of IDG resources and events, a post-it-yourself classified ads section called Marketplace, downloadable low-res and high-res PDF versions of *IDG World Update*, searchable back issues (going back to August 1996) and a Question of the Week. In April, we began sending a low-resolution PDF version of *World Update* to anyone requesting to be added to our mailing list. We currently have approximately 500 employees who receive *World Update* in PDF format each Monday in their e-mail box. If you would like to join them, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

I'm not usually interested in reading articles that focus on business units outside my country. Why can't you do regional editions?

Two of the primary missions of *IDG World Update* are to provide a forum where best practices can be shared among business units worldwide and to foster a sense of unity among employees at far-flung business units. While you may not be interested in the specifics of a particular event in San Francisco or Singapore, you may glean an idea for a unique way of attracting sponsors or registering attendees. Even if you work for a Computerworld title you may find that PC World's way of testing covers on the Web is something you might use. And if you simply want to see more news about your own country or region, send us some ideas or talk with your colleagues and have someone contact us.

Why do you publish weekly? I can't keep up!

IDG World Update has appeared in one form or another every Monday morning since **Pat McGovern** first began typing the "Monday Morning Report" more than 30 years ago to keep staff of the newly formed IDC up on the latest company goings on. Through the years it has evolved to cover activities at the ever-expanding family of IDG companies, and while it has dropped the reports of marriages and vacations, changed names, formats, added some color, published special issues and grown to eight pages, it has remained true to its weekly schedule. Now, more than ever, with more than 150 business units and partners around the world involved in publishing, online products, market research and events and expositions, *World Update*'s weekly format is needed to keep up with all the activity.

And should you miss an issue or two, it's easy to catch up online at www.idgworldupdate.com. This fully searchable database contains the full text of every issue since August 1996.

Why don't I ever see information about new employees or promotions at my business unit?

There is no central repository for this type of information at IDG. Many business units have appointed one member of the staff to send employee service anniversaries to us on a monthly basis; if employee anniversaries for your business unit do not currently appear in World Update, it is because no one is sending them to us. We encourage every unit to appoint someone to handle this task on a monthly or bi-monthly basis.

Why don't you send a printed list of job openings to non-U.S. employees?

The Human Resources group in the U.S. maintains an online listing of all job opportunities at U.S. business units. You may view this at IDG.com or link to it through IDG World Update Online or through IDG Central. If you don't have a user name and password for World Update Online or IDG Central (http://idgcentral.com), you may request one from IDG Global Communications — there's a form on the home page of each site.

IDC's European conference group expands, diversifies offerings

When IDC launched the European IT Forum 12 years ago, it signaled the beginning of a new and increasingly important area of business for the company: events. In the most recent years, IDC's EMEA conference business has grown dramatically with three additional pan-European forums and an ever-expanding number of local events produced by the IDC offices located across the continent.

Since IDC's European IT Forum launched 12 years ago, IDC's EMEA Conference Group has continued to add to its event lineup. It now produces four pan-European forums and works with IDC's local offices to produce local conferences and provides custom event services for customers.

In FY02, IDC produced some 50 sponsored events throughout the region; so far, more than 80 such events are planned for FY03, according to **Francesco Corrà**, VP, IDC EMEA Conference Group, based in the company's Milan, Italy office. Corrà pointed out that Europeans, in general, place great importance on face-to-face networking in the establishment of business relationships, "for which, events are a good solution."

Corrà explained that the company's events offering break down into three main categories:

- Pan-European forums
- Local conferences
- Custom event services

IDC's roster of pan-European forums, currently includes:

- The European IT Forum (flagship event of IDC, held earlier this month in Monaco) [see p. 1]
- The European IT Banking Forum (7th edition coming up Nov. 11-12)
- The European Telecoms Forum (the fifth edition will take place in Rome, April 7-8, 2003)
- European StorageVision2002 (now in its ninth year, the next edition will take place Oct. 30 in Munich).

The forums typically attract large multinational audiences of between 500 and 1,000 attendees and feature multiple sponsors, willing to pay hefty sponsorship fees for high visibility and for the opportunity to meet with press, customers and analysts in person, Corrà said. Their focus is strategic, and CXOs and other senior-level executives comprise the target audience.

IDC Forums are organized by a team of 15 people, but are strongly supported by all IDC offices across Europe and in the U.S., particularly in the communication campaign to attract delegates. They represent a very important income source and are also excellent generators of new business opportunities for all areas of IDC, Corrà said.

Local events, organized by all of IDC's offices throughout Europe, are conducted in the local language and attract a primarily local audience composed mainly of IT directors and colleagues with similar functional responsibilities. They focus on specific technology topics such as business intelligence and data warehousing, supply chain automation, storage, IT security and Web services.

Custom events, in which IDC acts as an outsourcer providing organization, content and delegate recruitment for a vendor's own event, are a new area of growth for IDC in Europe. In FY02, some 30 of these events were organized for clients, which included such companies as Caldera, Dell, Borland and PeopleSoft. Typically, vendors organize this type of event to showcase a new product or major upgrade.

Corrà said multi-country road shows, in which a locally sponsored event or a custom event is offered consecutively in several different countries, will represent a growing area of business for IDC. "These road shows offer vendors an outstanding commercial platform with which to strengthen customer relations and intimacy at the local level," he said. "And the structure we have put in place — an outstanding group of conference managers at the local IDC offices along with a central point of coordination through our office here — provides a framework that will allow our clients to offer a consistently high-quality series of events that generate direct benefits for local subsidiaries while offering clear economies of scale," Corrà said.

For more information, contact Francesco Corrà at fcorra@idc.com. WU

IDG

October 7, 2002

Senior Marketing Program Specialist (CXO)

CXO Media seeks a Senior Marketing Program Specialist to join its Executive Programs team. This position will be responsible for developing marketing plans for conferences and tracking campaign implementation, generating ideas for audience development, writing copy for all marketing materials and managing the development of collateral production (ads, brochures, invitations, conference onsite guides, agendas, conference proceedings, signage, banners etc.). Also responsible for generating postal and email lists for direct mail and web marketing campaigns, managing print vendors, direct mail agencies, graphic designers, and amenities vendors, and for maintaining and updating Executive Programs web site. Position requires team-oriented individual with excellent written and verbal communications skills, comfort level interacting with attendee and sponsor executives, strong organizational and multi-tasking skills, and ability to work well under multiple deadlines. 3-5 years marketing experience, preferably in an events environment with Bachelor's degree or equivalent work experience. Travel required. ***Location: Framingham – MA***
Contact: T. Bureau, Fax: 508-875-4489, Email: tbureau@cxo.com

Sales Support/Project Manager (IDC)

IDC's Global Marketing Services (GMS) team is seeking an inside sales support/project manager with marketing experience to help build our emerging business and contribute to our commitment of delivering high quality content and services on-time. GMS is a collection of IDC content and services to support marketing, partner, and sales initiatives. GMS combines powerful lead generation tools with high-value content and supporting services to help leading IT and Telecommunications companies build awareness, drive leads, and advance the sales cycle. Responsibilities: This person will be responsible for closing business over the telephone, supporting our sales team, and will also contribute to the delivery of projects under the direction of the GMS Project manager. Project related activities include content searches, document/powerpoint design/formatting, and proof-reading.
Location: Framingham – MA
Contact: E. White, Fax: 508-935-4432, Email: ewhite@idc.com

Marketing Intelligence Manager (IFW)

InfoWorld Media Group is seeking a Marketing Intelligence Manager to play an important role supporting research and marketing activities. The individual in this role will be responsible for interpreting and writing TCRR presentations for the field; creating all sales materials coming from research: IQ one sheets, IQ presentations and circulation presentations; online research analysis and be the first point of contact for Intelliquest for the Western region. Candidates should be excellent at multitasking and comfortable working in a team environment. Familiarity with Microsoft Word, Excel and PowerPoint is essential. Requires a minimum of at least 4 years of experience or exposure to the technology industry, preferably from a technology vendor, an ad agency responsible for high tech accounts, a media/publishing firm or a market research organization. Familiarity or background with syndicated research, marketing, events/trade shows and/or the trade publishing business would be a plus. ***Location: San Francisco – CA***
Contact: Email: resumes@infoworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IT Forum

continued from page 1

The European IT Forum 2002
The 12th Annual

At the conclusion of last month's IT Forum, IDG Chairman **Pat McGovern** (second from right) presented IDC EMEA President **Roberto Masiero** (second from left) with a special award in recognition of overall excellence in organizing and executing the IT Forum. Standing with them are IDC President & CEO **Kirk Campbell** (left) and IDC Chief Research Officer **John Gantz**.

Changed World," and "The Future of Enterprise Security." "And with the participation of such leading thinkers as Nicholas Negroponte, [founder and director, MIT's Media Lab], Lester Thurow [professor of management and economics, Sloan School of Management, MIT], Jean Paul Fitoussi, [president, Observatoire Francais des Conjonctures Economiques], and Don Tapscott, [co-founder of Digital 4Sight and author of *Digital Capital*] the content of this year's Forum really was the best yet," Corrà noted.

"The Forum is focused on IT, but its content is definitely strategic and goes well beyond identifying opportunities in the IT field," Corrà said. During one notable session, Thurow and Fitoussi engaged the audience in an "outstanding interactive debate" about future economic and business scenarios. Attendees also heard from Edward Luttwak, a senior advisor to the U.S. government on security, who discussed the role of IT in protecting privacy and democracy in a session entitled "Security and Privacy in a Turbulent World."

On hand to welcome attendees to IDC's flagship event was IDG Chairman **Pat McGovern**, whose opening remarks focused on the growth predicted in the worldwide IT markets over the coming years.

New to this year's event were "Guru Labs," which offered attendees an opportunity to take part in one of several small focus groups facilitated by several of the speakers, including IDC's SVP Communications and Internet Research **Gigi Wang** and **Tony Picardi**, SVP Worldwide Software Research. The labs explored such areas as security, economic scenarios, Web services, marketing and IT management. Corrà noted that these sessions received excellent feedback, ensuring that they will become integrated into future Forums.

While attendance was down this year as a result of the severe travel budget restrictions affecting most companies, there was a silver lining. Corrà noted the relatively smaller audience — 550 this year vs. an average of 800 in most other years — was "of a very high caliber" given that only the most senior executives were able to commit the approximately $5,000 necessary for registration, travel and accommodation in Monaco. And several attendees and sponsors expressed surprised admiration that "in such a difficult year, IDC was able to attract the crowd it did," Corrà added.

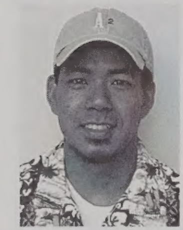
Platinum sponsors of this year's Forum included Microsoft, Sun Microsystems, Cisco, Accenture and Hewlett-Packard; other sponsors included Novell, Symantec, Siemens, Sprint and SIA.

The next European IT Forum will take place in September 2003 in Paris. For more information, contact Francesco Corrà at fcorra@idc.com. WU

Several IDC analysts conducted public interviews with industry leaders during the course of the Forum. Above, IDC SVP Hardware Research **Crawford Del Prete** listens as Mark De Simone, VP Technology Solutions & Corporate Marketing, Cisco Systems, EMEA, responds to a question.

noteworthy people

Corra


IDG WORLD UPDATE

Shinhira

IDG WORLD UPDATE

Ibarra

Promotions

IDC Program Manager **Cushing Anderson** has been promoted to program director for Learning Services Research. "Over the last four years Cushing has been a fabulous asset to IDC," said Program Director **Ellen Julian**. "He excels in all areas and his energy and enthusiasm continue to be a very positive force. Cushing's programs have consistently ranked among the most profitable research areas at IDC. The growth in his consulting and honoraria-driven business has repeatedly earned him the Services Consulting award, Julian noted. "This is a great testament to his role as one of the best analysts in the learning services industry," Julian said, "and I'm confident he will continue to help IDC gain more visibility as the leading market research firm in this arena."

IDC Senior Analyst **Mike Brennan** has been promoted to program manager of the Corporate Learning and Performance research program. "Mike has been with IDC for just over two years. He has demonstrated his capability and effectiveness right from the start, producing research, pitching consulting projects to clients and spending untold hours after work constructing a foosball table that he doesn't have time to enjoy," said Program Director Cushing Anderson. "Mike has been a strong, positive force for our clients, our group and IDC." Anderson said Brennan is constantly seeking new research topics that will have the widest appeal and greatest "aftermarket" value. "Mike has demonstrated great research skills, product leadership, and established excellent relationships that will make him an excellent manager at IDC," Anderson said.

Francesco Corra has been named VP, EMEA Conference Group at IDC. Working out of the company's Milan, Italy office, Corra heads up the team that produces the annual European IT Forum as well as three other large pan-European events and numerous local events. In his new role he will continue to support the development of IDC's conference business across Europe and help coordinate local operations activity. Francesco has driven the increasingly lucrative conference business "with his enthusiasm, professionalism and great business development skills," said IDC EMEA President **Roberto Masiero**. "He developed new models and strategies that are more suitable for current market conditions and spearheaded the introduction of new international sponsorship packages and cross-selling concepts."

IDG Central Services (San Francisco) Facilities Coordinator **Paul Shinhira** has been promoted to facilities planner. "Paul has shown exemplary dedication and work ethics," said Facilities Manager **Ron Gibson**. "Paul's experience with ergonomics and furniture redesigns has prepared him to take on larger space planning projects."

Transfers

InfoWorld Office Services Coordinator **Luis Ibarra** joins IDG Central Services in San Francisco as facilities coordinator where he will coordinate safety and security procedures and assist with other Facilities services. In his spare time Luis enjoys outdoor sports, dancing and working on his car.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Winners named in 2003 Employee Photo Calendar Contest

IDG WORLD UPDATE

*Four of the IDG List Services employees who served as judges for the 2003 calendar look over their choices. (L-R): Financial Specialist **Helen Flagg**, Marketing Specialist **Mary Ann Doolin**, Operations Coordinator **Andrea Patterson** and Administration Manager **Lauren Costello**.*

This year's judging panel had their work cut out for them as they sifted through more than 200 photographs entered in the 2003 Employee Photo Calendar Contest. But after long deliberation, the nine employees from IDG List Services in Framingham, Mass., reached a concensus on the top 12 photos. The following employees will have their work displayed on IDG office walls across the globe:

First place:	**Patricia Bouvier**, IDG France
Second place:	**Dominika Chrzanowska**, IDG Poland
Third place:	**Laurel Heske**, IDC
	Gary Anthes, Computerworld
	Thomas Halen, NetworkWorld Germany
	Toni Herrero, IDG Spain
	Sean Lam, Computerworld Malaysia
	Stephen Lawson, IDG News Service
	Alfonso Marin, IDG Spain
	Glenn Mosesso, IDG
	Gary Nagle, IDC
	Michele Thomas, IDG Games Media

Congratulations to the winners and thanks to everyone who entered! Calendars will be distributed to all employees in late December.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18

Madeleine Dionne *Bio•IT World*

13

Marco Tennyson *IDG Italy*
Christie Combs *IDG Communications*

12

Katalin László *IDG Hungary*

10

Uli Diehlmann *PC World*
Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*

9

Paul Curthoys *IDG Games Media*

7

Julian Weatherby *PC World*
Beth Kamoroff *PC World*
Sandra Hughey *CXO Media*
Dorota Fatyga *IDG Poland*

6

Robin Morris *PC Advisor*
Raymond Boggs *IDC*
Matthew McAlister *InfoWorld*
Jitka Vyhlidkova *IDG Czech*
Filip Kutis *IDG Czech*
M. Angel Gomez *IDG Spain*
Maruo Buccola *IDG Italy*
Fabrizio Gioja *IDG Italy*
Claudio Panerai *IDG Italy*

5

Mariaelena Quale *PC World*
Kiyotaka Beppu *IDG Japan*
Ryuta Nasukawa *IDG Japan*
Joanna Fiala *IDG Poland*
Mark Jones *InfoWorld*
Petr Mandik *IDG Czech*
Bea Fülle *IDG Germany*
Frank Niemann *IDG Germany*
Michito Kimura *IDC Japan*

4

Kevin Dunne *IDC*
Nobuo Toyoshima *IDG Japan*
Györgyi Kun *IDG Hungary*
Gyula Papp *IDG Hungary*
Patrik Malina *IDG Czech*
Daniel Comino *IDG Spain*
Arancha Herranz *IDG Spain*
Imaculada Rico *IDG Spain*

3

Jeff Spitzer *IDG Games Media*
Alicia Langer *PC World*
Andrew Lyon-Hall *IDG Central Services*
Melissa Perenson *PC World*
Iris Haug *IDG Germany*
Shannon Macdonald *CXO Media*
John Greco *IDC*
Tracy Floyd *IDC*
Kenneth Presti *IDC*
Michael Schaeffer *IDC*
Patrick Hill *IDC*
Ardley Yee *IDG*
Jo Nicol *IDG Global Solutions U.K.*
Maiko Sano *IDG Japan*
Louiza Pells *IDC U.K.*
Germana Palmeira *IDG Brazil*
Rodrigo Mello *IDG Brazil*
Lara Camargo *IDG Brazil*

2

Martin Wijaya *IDC Singapore*
Allen Yu *IDC Singapore*
Siobhan Chapman *IDG Australia*
Joann Pustizzi *IDG*
Amy Taylor *Accela Communications*
Vladimir Zelinski *Accela Communications*
Stancho Ivanov *IDG Bulgaria*
Anton Aleksandrov *IDG Bulgaria*
Noriko Moritomo *IDC Japan*
Matika Angkatavanich *IDG Global Solutions U.S.*
Miriam Targon *IDG Brazil*
Ricardo Minoru *IDG Brazil*
Ronaldo Vieira *IDG Brazil*
Fabio Almeida *IDG Brazil*
Vladimir Plachy *IDG Czech*
Jaroslav Kasal *IDG Czech*

1

Jessica Dryden-Cook *IDG Games Media*
Debra Jones *PC World*
Nicholas Yang *IDC Singapore*
Maria Juahir *IDC Singapore*
Rie Tanaka *IDG Japan*
Sean Lam *Computerworld Malaysia*
Luke Hawken *IDG New Zealand*
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*
Shannon McClish *InfoWorld*
Rob Bierenbroodspot *IDC Benelux*
Eamonn Kennedy *IDC Benelux*
Fernando M. Novais *IDG Brazil*
Hildegard Freund *IDG Germany*
Andreas Blum *IDG Germany*
Gudrun Lampart *IDG Germany*
Ivonne Fischer *IDG Germany*
Pierre Weitmann *IDG Germany*
Alfred Bäder *IDG Germany*
Nicole Bermair *IDG Germany*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

***Madeleine Dionne**, 18 years*

***Beth Karomoff**, 7 years*

***Tracy Floyd**, 3 years*

Charity basketball tournament will benefit family of local infant with leukemia

Boston-area hoopsters: here's a chance to lace up your sneaks for a good cause. IDC Senior Marketing Programs Manager **Patrick Gorman** is helping to organize a three-on-three basketball tournament and raffle to raise money for a friend whose infant son, Calvin, has been diagnosed with leukemia.

Calvin's parents have had to leave their full-time jobs in order to spend time with him at Children's Hospital in Boston and care for his twin sister at home. While Calvin's form of leukemia, acute lymphoblastic leukemia (A.L.L), is one of the more treatable forms, the complicating factors of his age (four months) and weight make the prognosis unclear. There have been only 80 cases in the world where children so young have been diagnosed with A.L.L.

Numerous IDC employees have already committed to playing or making a donation, and more participants or donors from other business units are welcome. Anyone who makes a donation will have their names entered into the drawing for raffle items; people need not be present at the raffle to win.

For more information contact Patrick Gorman at pgorman@idc.com.

Care for Calvin 3-on-3 basketball tournament

Oct. 20
North Suburban YMCA
Woburn, Mass.
2:00 to 7: 00 p.m.
$20 per person, $60 per team

Send checks, payable to Care for Calvin, to Patrick Gorman, 18 Tyler Lane, Ashland, MA 01721.

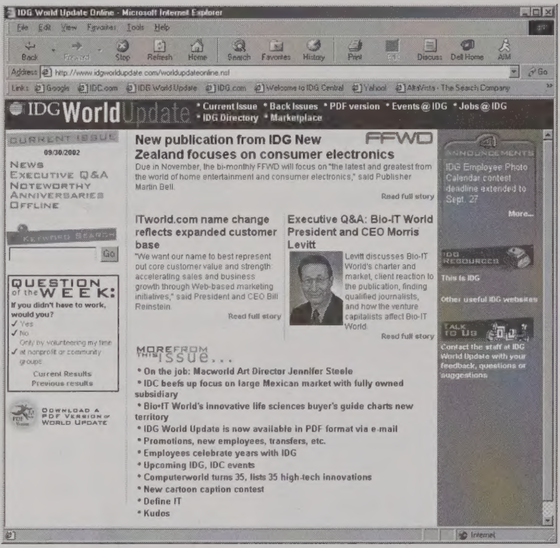
off line for fun

Try your hand at IDG trivia via World Update Online

Look up the answers to the questions below using the back issues available on IDG World Update Online (www.idgworldupdate.com). The names of all employees who submit correct answers will be entered into a drawing and the three winners chosen at random will receive snazzy insulated IDG lunch totes. (How easy can this be? We've even listed the issue where you can find the answer; all you need to do is look for the right headline!)

If you don't yet have a password, which is the same as the one you use for IDG's intranet, IDG Central (http://idgcentral.com), request one at the World Update site. Answers should be sent to world_update@idg.com by Nov. 5. Good luck!

1. (Sept. 9) What anniversary did *Mikro*, the Yugoslav version of *PC World*, recently celebrate?
2. (Aug. 5) What is the name of IDG's publishing licensee in Iran?
3. (July 22) Who was the guest author for the Executive Q&A column?
4. (July 8) How many awards did IDG publications receive at this year's ASBPE ceremony?
5. (June 24) Which member of the *Computerworld* global family reached the 1,000th issue milestone in June?
6. (May 13) IDG emerged as the No. 1 U.S. technology publisher in 2001 in terms of market share and revenue. Name the market share and revenue figures.


IDG World Update Online - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Print Discuss Dell Home AIM
Address http://www.idgworldupdate.com/worldupdateonline.nsf
Go
Links Google IDC.com IDG World Update IDG.com Welcome to IDG Central Yahoo! AltaVista - The Search Company
IDG World Update
Current Issue Back Issues PDF version Events@IDG Jobs@IDG IDG Directory Marketplace
CURRENT ISSUE
NEWS
EXECUTIVE Q&A
NOTEWORTHY
ANNIVERSARIES
OFFLINE
KEYWORD SEARCH
Go
FFWD
ANNOUNCEMENTS
More...
IDG RESOURCES
This is IDG
Other useful IDG websites
TALK TO US
DOWNLOAD A PDF VERSION of WORLD UPDATE
Internet

09/30/2002

New publication from IDG New Zealand focuses on consumer electronics

Due in November, the bi-monthly FFWD will focus on "the latest and greatest from the world of home entertainment and consumer electronics," said Publisher Martin Bell.

Read full story

ITworld.com name change reflects expanded customer base

"We want our name to best represent out core customer value and strength accelerating sales and business growth through Web-based marketing initiatives," said President and CEO Bill Reinstein.

Read full story

Executive Q&A: Bio-IT World President and CEO Morris Levitt

Levitt discusses Bio-IT World's charter and market, client reaction to the publication, finding qualified journalists, and how the venture capitalists affect Bio-IT World.

Read full story

IDG Employee Photo Calendar contest deadline extended to Sept. 27

Contact the staff at IDG World Update with your feedback, questions or suggestions

QUESTION of the WEEK:

If you didn't have to work, would you?

✓ Yes
✓ No
Only by volunteering my time
✓ at nonprofit or community groups

Current Results
Previous results

MORE FROM THIS ISSUE...

- On the job: Macworld Art Director Jennifer Steele
- IDC beefs up focus on large Mexican market with fully owned subsidiary
- Bio•IT World's innovative life sciences buyer's guide charts new territory
- IDG World Update is now available in PDF format via e-mail
- Promotions, new employees, transfers, etc.
- Employees celebrate years with IDG
- Upcoming IDG, IDC events
- Computerworld turns 35, lists 35 high-tech innovations
- New cartoon caption contest
- Define IT
- Kudos

In addition to the current issue and back issue extending to August 1996, IDG World Update Online includes PDFs of World Updates, a do-it-yourself classified ad section, an IDG resources section, IDG events listings and links to the IDG Directory (www.idgdireCtory.com) and IDG Job Opportunities.

7. (April 8) What new product line is *GamePro* launching this year?
8. (March 25) In what city was the first BioITWorld Conference & Expo held?
9. (Feb. 18) In what European country did IDC open a subsidiary office?
10. What is the current World Update Online "Question of the Week"? (And don't forget to vote!)

WU

10 years ago this month

- IDC hosts 25 of its premier clients at the first Customer Council (now known as the Global Accounts Council).
- *Computerworld* and Lotus Development Corp. honored the winners of CW's 1992 Lotus Notes Application Awards Competition at a dinner in Dallas during Networld '92.
- The PC World Test Center opens its doors with a six-person staff.
- IDG's Marketing Services Division (predecessor of IDG Global Solutions) goes on a two-week, 10-city U.S. tour to present the findings of its most recent industry survey: "Buying IT in the '90s: The Channels."
- *CIO* wins its first Gold Award in the Ozzie Awards for Design Excellence, sponsored by Magazine Design and Production.

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal

Define IT

Did you have a *cookie* for lunch or merely *snake oil*? How did you spend your afternoon – *dithering, feathering* or *bump mapping*? Is your *FQDN* on the *UPnP*?

The world of information technology is jam-packed with strange terms and confusing acronyms. *World Update* invites you to add to the chaos by creating your very own fake definitions for some of these words and letters. A $50 AMEX gift check awaits the creative author of the funniest fake definition for this week's IT phrase:

bubblesort

Send your entries to world_update@idg.com by **Oct. 22**.

unpack DAM Qubit BLOB trigger big-ender zombie heap

DoCoMo bump mapping Web clipping memory effect

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Alessandra Mosconi *IDC EMEA*
Roberto Masiero *IDC EMEA*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG
World Update

14 OCTOBER 2002
VOLUME 32, NUMBER 34

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Information needed for Publications Database

Publishing business units, please note: it's time to send new data to the IDG Publications Database. The Publications Database, an internal resource available on Lotus Notes, is a treasure trove of advertising-related information that is updated by IDG Global Solutions Database Maintenance Executive **Lee Gibbons**.

Business units worldwide should send in as quickly as possible their FY2003 rate cards and editorial calendars that include the publications' on-sale dates, booking and film deadlines and any special features that are running in each issue. All material should be sent to Lee Gibbons at lee_gibbons@idg.com.

Any employee who wants to view the database should contact their IS manager to determine the best way to access it.

Read about how it all began

*CW*s first issue was assembled in two weeks in 1967 and cost 25¢. Originally called *Computer World News*, the title was compressed to *Computerworld* when the printer said three words would not fit across the masthead. Read more about *CW*s earliest days as IDG Chairman **Pat McGovern**'s reflects on the launch in IDG World Update Online (www.idgworldupdate.com).

DEMOmobile offers glimpse at hot new wireless products

The word from this year's fourth annual DEMOmobile show is that mobile technology is mainstream. "Mobility is now a fundamental requirement of so many applications and technologies," said **Chris Shipley**, executive producer, The DEMO Conferences. "This year our theme was 'Unwiring the Planet' to enable wireless communications among a range of computing devices."

The two-day show, held last month in La Jolla, Calif., is devoted to the latest in wireless and portable computing products. More than 350 leading investors and business development executives and opinion makers got a first look at 34 innovative mobile products from 32 companies.

There were slightly more attendees at this year's DEMOmobile than the 2001 edition, according to Shipley, which she said was a testament to the Network World Events and IDG Executive Forums brands. "Even in a tough economy, our product continues to deliver superior value. The general mood of the conference was very high."

Shipley said that she and her IDG Executive Forums staff provide an editorially driven, highly selective program that delivers value to attendees year after year. "For some, that value is getting an early

continued on page 5

DEMOmobile 2002
ID

*Amy Francetic, producer, DEMOmobile (l) and **Chris Shipley**, executive producer, The DEMO Conferences.*

Computerworld chronicles 35 years of growth, change

Coral is the traditional gift for a 35th wedding anniversary. But the economy being what it is, *Computerworld* had to forego sending its staff to a South Seas coral atoll and instead celebrated its 35th year with a special issue, exclusive online coverage, and a cake, of course.

"There is so much to celebrate in our 35 years of reporting on the IT revolution, and a nice, big, fat, profitable 84-page issue is a great way to show the world that even in the depths of a really tough tech recession we're still on top of our game, still optimistic about the future, and still proud to honor the past," said Editor-in-chief **Maryfran Johnson** last month at a party for about 80 members of the CW team, which IDG Chairman **Pat McGovern** also attended. *CW*'s first publisher recalled stories from the early days, including his last-minute decision to squash the original name into one word so he could keep the famous all-caps 48-point logo.

> *"A nice, big, fat, profitable 84-page issue is a great way to show the world that even in the depths of a really tough tech recession we're still on top of our game."*
>
> *— Maryfran Johnson*

In the works since early 2001, the special issue focuses on 35 years of pioneering innovation in the IT industry as well as *CW*'s role covering it. Since no other U.S. industry publication has enjoyed *CW*'s longevity, "there was a feeling of awareness on our part of the history of IT and what we've all been through together," Johnson said.

Not only did *Computerworld* look at IT's past from

continued on page 4

CIO 100 Symposium attracts top crowd, garners enthusiastic feedback

*CIO Editor-in-chief **Abbie Lundberg** (left) presents Lisa Peters, vice president, North American IT, Corporate Express, with her award.*

The fourth annual CIO 100 Symposium & Awards Ceremony set new standards for the three-day awards-based conference, attracting more than 400 high-level attendees and earning unprecedented customer satisfaction ratings. Running Aug. 18-20, this year's event was held for the first time at The Broadmoor in Colorado Springs, Colo.

"From the peer presentations in the general session, to the executive mindshare sessions moderated by *CIO* editors, to the gala dinner and awards ceremony honoring the 100 companies that demonstrated award-winning integration solutions, attendees and sponsors alike were extremely positive about the event," said **Cynthia Mollus**, vice president, Conference Management.

*Members of CXO Media's Executive Programs staff pose with CIO Editor-in-chief **Abbie Lundberg** (l), CIO Publisher **Gary Beach** (r) and **Jonathan Frappier** (kneeling, right) of the company's IS department. Executive Programs staff (l-r): **Karen Peabody**, **Shellie James**, **Leah Graves**, **John Amato**, **Sandi Hughey**, **Amy Turell**, **Cynthia Mollus**, **Andrea Slobogan** and **Ron Milton**. Kneeling (l-r): **Michael Barbato** and **Brian Fuce**. Not pictured: **Cynthia Laird**, **Sherry Keyles** and **Heather Beauton**.*

CXO Media's Executive Programs group produced the event. "We were very pleased with the high caliber of attendees, as well as the impressive attendance," said **Ron Milton**, vice president & general manager, Executive Programs. "Due to the tough economy, event producers have been hard-pressed to attract such high numbers of qualified attendees." Attendees at this year's event were from companies with an average annual IT budget of $222 million and average annual revenues of $8.4 billion. Ninety-eight percent of the attendees are involved in the acquisition of IT products and services.

This year's theme was Leadership and Innovation for the Future of the Integrated Enterprise. Senior IT executives, industry gurus and CIO 100 Award honorees discussed how they have structured and designed their integrated enterprises. The symposium featured CIOs from some of the top corporations in the country, including FedEx, Nestle, Raytheon, Solectron, General Motors, Martha Stewart Living Omnimedia and Metlife. Paul Saffo, director of the Institute of the Future, returned for a second year as the conference moderator.

In a change from previous years, honorees were invited to walk onstage to accept their awards from *CIO* Editor-in-chief **Abbie Lundberg**. In the past, honorees participated in a group toast led by the CIO 100 underwriting sponsor and Lundberg, but did not go onstage to receive the award. "I think recognizing the honorees onstage is a great way to truly celebrate their achievement in front of their peers," Lundberg said. "It worked really well this year, and it's definitely something we will continue to do for subsequent Symposiums." Of the 100 companies honored, 90 IT executives representing 64 companies were in attendance, significantly up from last year's event.

Said John Carrow, CIO & vice president of Unisys Corp., "With the intensity of day-to-day business in the IT world, this conference provided a refreshing perspective on the current state and future direction for CIO visionaries." B. Lee Jones, CIO of DMC Stratex Networks concurred: "The best place to be a CIO or see a CIO is at a *CIO* magazine event."

Shellie James, director of event marketing and audience development, credits Executive Program's achievement in numbers and quality in part to a new e-marketing and Web registration system implemented this year. The system lets CIOs register themselves from their desks. "CIOs who already consider *CIO* magazine to be a trusted source are much more apt to respond via a medium they are comfortable and familiar with, in this case, e-mail and secure Web links," James said. The Web registration system allowed the team to track attendees back to the source of marketing campaigns, an invaluable tool in evaluating the effectiveness of various marketing programs, James noted.

"Sponsors were very happy and seem well-poised to ensure a sell-out of our 2003 CIO 100 program," said **John Amato**, director of sales for Executive Programs.

For more information, contact Shellie James at sjames@cxo.com.

Executive Programs Calendar

Enterprise Value Retreat® & Awards Ceremony
Jan. 26 - 28, 2003
Marriott Desert Springs Resort & Spa
Palm Desert, Calif.

CIO Perspectives®
April 27 - 29, 2003
Hyatt Regency Coconut Point Resort & Spa
Bonita Springs, Fla.

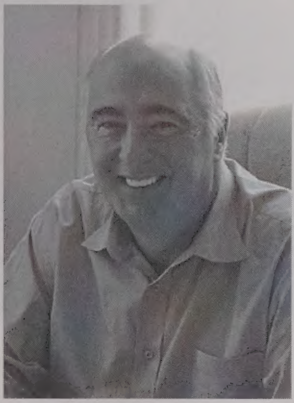
CSO Perspectives®
June 17 - 20, 2003
Hotel del Coronado
Coronado, Calif.

CIO 100 Symposium® & Awards Ceremony
Aug. 17 - 19, 2003
The Broadmoor
Colorado Springs, Colo.

CIO Perspectives®
Nov. 2 - 4, 2003
J.W. Marriott Desert Ridge Resort & Spa
Scottsdale, Ariz.

Q and A executive

Jim Connell
The president and CEO of Connell Communications is this week's guest columnist. He may be reached at jim_connell@idg.com.



Connell Communications at-a-glance

Established 1987

Number of employees 52

Location Peterborough, N.H.; Allston, Mass.; Mountainside, N.J.

Publications *Video Event* (incorporating *Tape Talk, Coming Attractions, Video Choice, Entertainment Update*) *Taste for Life; Cable in the Classroom*

Websites
www.movieguide.com
www.tasteforlife.com
www.ciconline.com

Most recent achievement
Apart from winning the Chairman's Award for highest profit margin growth, a regular paid sale of over 500,000 copies monthly for our latest launch, *Taste for Life.*

Q What publications do you produce and can you briefly describe each?

A *Video Event*, which incorporates a number of its former competitors, has an average monthly paid sale of close to 1.5 million copies monthly and serves the home entertainment consumer. Our latest launch is *Taste for Life*, aimed at the natural products and health-conscious consumer, which has moved into regular paid sales in excess of 500,000 copies monthly; and *Cable in the Classroom*, which has paid sales of 120,000 copies monthly and provides information on how to use technology and ad-free programming for teachers and educators nationwide.

Currently our Home Entertainment Group, which handles *Video Event*, is supported by the 24-7 movieguide Web site, which has more than 6,000 movie reviews, including streamed trailers to support our retailer and consumer network. *Taste for Life* envisages an online presence as of Jan. 1, and *Cable in the Classroom* has been up and live for the past two years.

Q How did you and Pat McGovern first meet and forge your business relationship? And how did a consumer publishing group like yours end up as part of IDG?

A Pat and I first met in 1980 as a result of us both bidding to purchase the same company whilst I was chairman and chief executive of a large publishing group (magazines, books, expos) in England. I was so intrigued by the cleverness of the deal (Pat won, of course) that we met and shared our vision. A few years later, I resigned my post as CEO in the U.K. and executive vice president of our American holding company to move to America on a full-time basis.

Having met Pat a few times during the intervening years, and being impressed with his vision and corporate values, I agreed to join an IDG company in 1986, which was in need of a "turnaround." We increased ad revenue on the magazines by over 200% in one year and moved into cash flow profit, and at that time I strategized with Pat my thoughts of how we could create a significant (over 1 million) paid circulation in home entertainment. The rest is history, as they say.

Q How many different titles in all have you published over the years?

A As a publisher, I have personally launched 34 new magazines, of which more than 70% achieved profitability, and had P&L responsibility for well over 100 magazines as diversified as *True Story*, *Slimming Magazine*, *Photoplay*, *Model Engineer*, *Photography*, *ZX Computing*, *Electronics Today International*, *Electrical Retailing* and *ACE* (Audio and Consumer Electronics), which published simultaneously in four languages, and *JIN* (Japanese Industry Newsletter).

In addition to my magazine responsibilities, I was chairman of two book publishing companies with nearly 1,000 titles in print, created an exhibitions company supporting our magazine environments to launch new expos, and created a computer software company specializing in strategic and adventure games, as well as Computer Tutor, a range of children's educational games.

Q Has your area of publishing suffered from the advertising downturns that the IT titles have seen the last two years?

A Yes, but not quite as intensely. The most significant issue was to have an absolutely fabulous team of publishing professionals who really work at the concept that you stay close to your customers and anticipate change as a way of doing business rather than a reactive issue.

Our growth this year came from marketing concepts we pitched 1-2 years ago as we gave vision to the marketplace. This, and a business philosophy that calls circulation — magazine sales! — enables us to achieve over 60% of our revenue from copy sales, which helps contain downturns in advertising. Our teams actively pursue co-op ad funding and market development funds to place magazines actually at the point of sale with the support of the manufacturer and distributor.

Q You received the Chairman's Award for highest percentage increase in profit. What's your secret?

A As a company, the secret is in the unvalued part of our balance sheet: a great team of professionals throughout all of our divisions — enthusiastic, bright, and remembering it's what you can do for your customers *tomorrow* that matters to them.

Personally, I'm guided by a philosophy that holds in choosing a boss, it's important to remember it's *their* intellect and ethics in the *bad* times that makes a difference in *your* success or failure. Luckily, I made a very wise choice when I came to the U.S.A.

Computerworld's longest-serving employees pair off with historic events

Below is a partial list of industry highlights as reported in *Computerworld*'s 35th anniversary issue. The publication's 10 longest-serving employees are also listed under the year each joined the company.

1968

Gordon Moore and Robert Noyce found Integrated Electronics Corp., now known as Intel.

- ***Joanne Oteri**, now director of audience and market research, joins IDC.*

1978

Digital Equipment Corp. ships its first VAX 11/780.

- ***Bob Westcott**, distribution manager; **Tom Monahan**, online director*

1980

ATT begins licensing Unix to computer vendors for resale on workstations and servers.

- ***Matt Smith**, executive vice president*

1981

IBM announces its personal computer.

- ***Patricia Keefe**, editorial director*

1982

Time Magazine declares the computer "Machine of the Year."

- ***Rick Ciliberto**, facilities director*

1983

RadioShack offers a book-size computer, the Model 100 -- the first laptop.

- ***Beverly Wolff**, production manager; **Carl Marchi**, production coordinator; **Derek Hulitzky**, director, event marketing and conference programs; **Carolyn Medeiros**, vice president, production*

Computerworld

continued from page 1

three angles – technology, business and people — it also asked 36 of the industry's leading executives and influencers for their thoughts on what's ahead. Compared with *CW*'s 25th anniversary issue, Johnson said the satff attempted a broader, more historical context this time. "We looked at user perspectives and how technology changed their business," she said. "We looked at bellwether projects and industries rather than just interviewing the usual suspects."

*There are 131 years of collective Computerworld experience represented by this group of Computerworld veterans. (L-R): **Beverly Wolff, Carolyn Medeiros, Joanne Oteri, Carl Marchi, Matt Smith, Tom Monahan** and **Derek Hulitzky**.*

Under the stewardship of Special Projects Editor **Ellen Fanning**, more than 20 writers were assigned several "Pioneers and Visionaries" interviews each. According to Johnson, nearly every one took the time to talk to the *CW* writers personally and give them their thoughts on how technology affected their lives, past, present and future. "There is great anticipation in things like voice recognition, wireless and high bandwidth," Johnson said. "There's this feeling of boundless possibility even in this struggling economy." In order to drive readers to the CW Web site, several of the interviews do not appear in print and are available solely on www.computeworld.com.

Computerworld also has its fans among IDGers, notably the company's new CEO. "I began reading CW when I was 16," said **Pat Kenealy** in an e-mail message read at the celebration. "I feel a deep personal loyalty to the publication and would like to see it regain the prestige and prosperity it has enjoyed for most of its long history."

Johnson said one of the things she loves about *Computerworld* is its ongoing role as the voice of the IT community. "We evolve with our readers. Wherever IT goes, we go with it, but it's always IT that enables and fuels that change. Whatever lies ahead will involve change and transformation and new opportunities. All we can hope to do is rise to the challenge with our readers."

For details, contact Maryfran Johnson at maryfran_johnson@computerworld.com or go to www.computerworld.com. WU

Computerworld then and now

Several long-time employees reflect on the changes in the workplace that have occurred since their first days at *Computerworld.*

Beverly Wolff, production manager
Date of hire: Jan. 31, 1983

The Production department consisted of 26 full-time employees, which encompassed paste-up, typesetting, newspaper layout and advertising material processing. Every evening we would place the advertising materials and completed pasted-up editorial pages in a suitcase and deliver them to Boston's Logan Airport for printing in Wisconsin. We signed off on Monday's issue on Wednesday afternoon. Today the Production Department has six employees. We sign off on Monday's issue by 5:00 p.m. Friday afternoon and electronically send pages to the printer.

Tom Monahan, online director
Date of hire: March 7, 1978

The greatest change in my experience was how the career path of a designer became a legitimate, respected and now, required part of publishing. When I started, I don't think there was a single designer employed by IDG. There were paste-up artists and typesetters, but no art direction or design; it was usually done by the editors. At *CW*, we were able to show that publications benefited from good, thoughtful design; that it could be a competitive advantage; that stories could be told better and faster when good design was integrated into the mix.

Derek Hulitzky, director, Event Marketing and Conference Programs, CW Strategic Programs and Events
Date of hire: June 13, 1983

While there have been countless changes, I must say that the most significant one I've witnessed has been a conscious effort to realize diverse revenue streams (online, conferences) beyond print. Balancing the growing needs of the portfolio has come with tremendous challenges, making it a classic M.B.A. case study in business survival, perseverance and a passion to outmaneuver the competition.

Three hot products that made the cut

DEMOmobile Producer Amy Francetic and Executive Producer, The DEMO Conferences **Chris Shipley** winnowed more than 150 submitted products down to the 34 demonstrated at DEMOmobile. Among the products presented — usually in DEMOmobile's required standard five-minute, no-nonsense pitch — were the following:

- The Canesta Keyboard for cell phones and personal digital assistants uses a tiny laser pattern projector to project the image of a full-size keyboard on a flat surface, such as a tabletop or the side of a briefcase, between the device and the user. The user can then type on this image, and Canesta's electronic perception technology will turn the user's finger movements into regular keystroke data.

- Logitech's io digital pen lets users share, store, organize and retrieve their handwritten information by simply writing with ink on paper. An optical sensor embedded in the pen captures the handwritten images, storing up to 40 pages in memory. This captured information can then be transferred into a PC.

- With Shazam Entertainment's Mobile Music Engine a cell phone user holds the phone toward a music source for 30 seconds and then receives a text message with the name of the song and the artist.

DEMOmobile

continued from page 1

look at the best new products. For others, it is finding deals to invest in. And for some, it's just understanding how to re-adjust their business to be responsive to the market."

IDG Executive Forums Marketing Manager **Sara Evangelous** noted that the challenge in the event marketplace today is getting people to commit their money and time away from the office. "We consistently produce events with stellar speakers, relevant programming, and timely topics, and we continue to deliver full rooms of loyal attendees."

DEMO | mobile
IDG EXECUTIVE FORUMS

DEMOmobile is "a clear demonstration that investors are still out there looking for smart opportunities to invest in technology," said **Robin Azar**, VP, seminars and events at Network World, the parent company of IDG Executive Forums. She said it might seem that investors and media were so burned by the dot-com fallout that they are steering away from technology investing. "It's not true," she said. "People were at DEMOmobile looking for opportunities, asking questions and evaluating global influence."

Shipley and DEMOmobile Producer **Amy Francetic** look for products that are "change agents" in the marketplace, products that are disruptive of the status quo or enable new functionality (see sidebar). Each product offers something unique and valuable, Shipley said. "Some of the core technologies will have a huge impact in the market, but won't be 'seen' because they are embedded in someone else's product. Consumer products always get a lot of attention, of course, but will they be as commercially successful as a middleware product? That's a hard call."

Previous DEMOmobile shows have featured IBM's first laptop computer with 802.11 connectivity, which is now an increasingly standard component of laptops; the AvantGo enterprise server; Hewlett-Packard's Jornado 720 handheld PC; Lotus Development's Mobile Notes; and Microsoft's Windows-powered Pocket PC.

Panel sessions discussed the market's move from personal computing to seamless, invisible computing. "We call this 'continuous computing,'" Shipley said, "in which the expectation is that you will be able to access data and/or communicate regardless of where you are or what device you are using."

Shipley applauded the "great cooperation from our colleagues in *Network World* editorial, providing early coverage of some of the products. *PC World*, *InfoWorld*, the IDG News Service and *Computerworld* provided great editorial coverage. And we had a couple of companies at the event that had been backed by IDG Ventures."

For more information, contact Chris Shipley at chris@demo.com or go to www.idgexecforums.com/demomobile/. WU

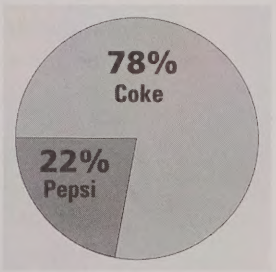
Short takes

- **IDG World Expo has formed a partnership with the leading biometric consulting firm** International Biometric Group to launch an expansive biometric tradeshow, BiometricsWorld Conference & Expo. The event will debut in the U.S. in 2003, with subsequent events planned in Japan and the U.K. Biometrics is the science of identifying people by their physical characteristics through such technolgies as iris scans or voice scans. For details contact Director of Public Relations **Brooke Selby** at brooke_selby@idg.com.

- **The partership between IDG and Zinio Systems** for digital publishing and distribution and an update on Zinio technology is described in a new Webcast available on www.idgcentral.com and www.idgcia.com. Also featured is a demonstration of new advertising opportunities on the platform.

Question of the Week

Coke or Pepsi?



Coke's got Pepsi beat hands down (bottoms up?) when it comes to the soft drink of choice among World Update Online readers, who picked it by a margin of more than 3 to 1. Go to www.idgworldupdate.com to answer this week's question: **What's older, you or Computerworld?**

Two Taiwan publications merge

IDG's publishing licensee in Taiwan, The Infopro Group, announced that it merged *Computerworld Taiwan* and *CIO Infopro Weekly* as of Oct. 6. The new magazine is called *Computerworld Infopro Weekly*.

noteworthy people

Promotions

Halász

Lakatos

Schenck

Bertalan Halász, *GameStar* Hungary's deputy editor-in-chief for the past six months, has been promoted to editor-in-chief. Bertalan graduated from the University of Agricultural and Economical Sciences. Before joining *GameStar* Bertalan spent two years in the gaming industry, at one point serving as one of the main organizers of Hungary's largest cybersport events, which is the official Hungarian qualifier of the World Cyber Games.

Also in Budapest, **Maria Lakatos** has been promoted to editor-in-chief of *CW Számítástech-nika*, responsible for both the print and online versions of the publication. She had worked as a freelancer for IDG since January, during which time she was the special advisor for *CW SZT's* 1,000th anniversary issue. During the past 15 years, Maria has worked for several Hungarian daily newspapers, including *Népszabadság*, the largest Hungarian daily. She has also served as executive editor in TV 2, the largest Hungarian television channel. Maria holds a degree in economics from the University of Economics in Budapest, and she has a B. A. in journalism from the College of Association of Hungarian Journalists.Outside the office, Maria cares for her three children, one dog, and a turtle and teaches journalism at her alma mater.

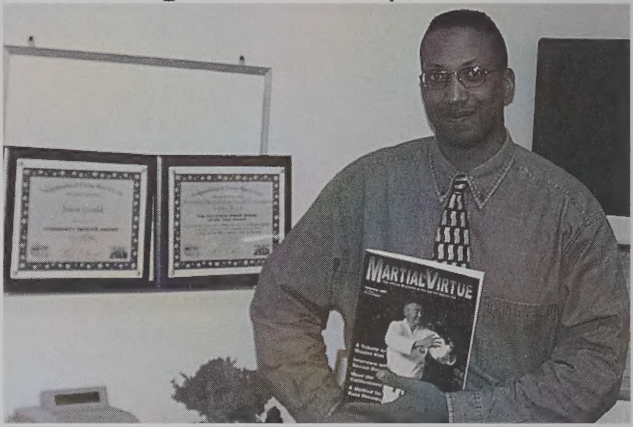
Ron Kaplan, formerly senior research analyst in IDC's Communications Research Group based in Fairfax, Va., has been promoted to research manager in that group. "In his two years at IDC, Ron has emerged as a well-respected analyst and the first resource for many of IDC's telecommunications clients," said **Courtney Munroe**, VP, Telecom & IP Services. The driving force behind the company's popular Business Network Services CIS, Ron also oversees the group's Frame Relay, ATM and Ethernet research and coordinates the annual WAN Manager's Survey. "Ron frequently lends his support with thoughtful analysis and reassuring manner to the sales team and has collaborated extensively with other analysts," Munroe added.

New employees

Michon Schenck joins IDC as chief operating officer and managing director, Financial Services, a subsidiary of IDC providing research and consulting services on the financial services technology industry. She was previously president and COO of Financial Fusion, an e-finance software firm and subsidiary of Sybase. She earned a B.A. in European history with a minor in economics and philosophy from Wheaton College in Norton, Mass. An avid skier and angler, she also enjoys tennis and golf.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC's Jason Gould honored for leadership, community service



***Jason Gould**'s awards from the city of Boston are in his Framingham, Mass., office.*

IDC Graphic Services Manager **Jason Gould** initiated a neighborhood crime watch last year that was recently honored by the Boston mayor's office for being one of the 10 most effective in the city. Gould also received a leadership award for his contributions in forming the group.

The neighborhood was known for being the "Bermuda triangle of police response," Gould said. "Depending where you're standing, you could be in an area patrolled by four different police departments. We educated people in the community on who to contact, helped coordinate the jurisdictional efforts of the different authorities and got them to work with each other better." The group also persuaded area businesses to roll back their late-night hours and created cards for shop owners to distribute that describe how customers can help maintain a positive environment.

A black belt in karate, Gould teaches a traditional karate class for adults. He will soon qualify as an instructor for a specialized children's and women's defense program and plans to volunteer teaching classes at Boys and Girls Clubs. Gould is also a captain in the United States Marine Corps, currently in the inactive reserves. He joined IDC in 1999.

Gould recently completed the Graduate Certificate in Publishing program at Emerson College in Boston. As his capstone project, he created and published *Martial Virtue*, the official magazine of the Zen Bei Butoku Kai that focuses on the physical, mental and metaphysical aspects of the martial arts. Gould distributed 800 copies in the U.S. and Canada. He's considering continuing the publication whenever time might allow.

Gould's staff is justifiably proud of his recent achievements. Graphic Designer **Mary Ellen Slater** told *World Update* staff about Gould's awards, saying, "Because I know that IDG values entrepreneurial spirit, integrity, cooperation and leadership, I'm sure this would make a great spotlight. Jason enjoys a lot of respect from his staff because these qualities translate to honesty, forthrightness and hard work in his role as a manager at IDC."

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Lloyd Cohen *IDC*
Nancy Mallette *IDG*

14

Don Kennedy *IDG Australia*

13

Javier Rodriguez *IDG Spain*

12

Marta Cabanillas *IDG Spain*

10

Cynthia Ramsey *Mac Publishing*
Joseph Loiselle *IDC*

9

Dora Jeffers *Computerworld*
Lisa Bloom *IDC*

8

Sharon Cordesse *Mac Publishing*
William Manning *IDC*
Traci Gere *IDC*

7

Yasuhiro Watanabe *IDG Japan*
David Ramel *Computerworld*
Susan Green *PC World*
Sari Kalin *CXO Media*

6

Laureen Austermann *Computerworld*
Jacqueline McLean *IDC Canada*
Betty Mulder *IDC Benelux*

5

Michelle Lee *Computerworld*
Esther Ng *IDC Hong Kong*
Mark Melenovsky *IDC*
Andrew Glassock *IDG Australia*
Jennifer McKean *IDG Research Services*

4

Ulrike Hausberger *IDG Germany*
Lars Vestergaard *IDC U.K.*

3

Michael Hall *IDC Hong Kong*
Nancy Wyatt *IDC*
Debra Strauss *IDG World Expo*
Charissa Lau *IDC Canada*
Romolo Pusceddu *IDC Benelux*

2

Akemi Mizuhashi *IDG Japan*
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Heather Mennino *IDG World Expo*
James Kim *Accela Communications*
Dana Frieman *Accela Communications*
Daniel Stokes *IDG Global Solutions*
Warren Chaisatien *IDC Canada*
Michael Hyjek *IDC Canada*
Paula Zaidan *IDG Brazil*
Tomoki Uechi *IDC Japan*
Darran Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Tina Silveira *IDG Recruitment Solutions*

1

Noriko Nozaki *IDG Japan*
Blossom Woo *PC World*
Kayan Wong *PC World*
Andrew Notter *Macworld U.K.*
Charles Jiang *IDC China*
Sabine Schlund *IDG Germany*
Zwetelina Botuscharowa *IDG Germany*
Iain Scott *IDG Australia*
Diane Lieberman *Bio-IT World*
Emma Méité *IDG Global Solutions*
Katherine Alward *InfoWorld*
Steve Gillmor *InfoWorld*
Larissa Marocco *InfoWorld*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Golf League wraps up season, crowns new winners

The IDG Golf League capped off its sixth season of competition last month with a tournament and dinner at Millwood Country Club in Framingham, Mass. This year, the coveted trophy was captured by the team of **John Robison** (a senior credit analyst and assistant league commissioner) and **Wayne Humphrey** (who works as a staff accountant when not perfecting his chip shot). Taking home the Gold Putter Award for most improved was Associate Credit Analyst **Todd Hall**, who managed to slice three points off his handicap. A total of 10 two-member teams competed over the 16-week season. In addition to Robison, the league is managed by Commissioner **John Kelley** (facilities specialist, CXO Media), and Statistics Coordinator **Lisa Lauze** (bookkeeper, IDG Corporate Services). Network Technology Specialist **Glenn Mosseso** was brought on board this year as rules manager. Above, league members — current and former employees and a handful of friends — pose for a post-tournament, pre-dinner portrait. Left to right: Jeff Heather former IDG employee; Wendy Reagan, wife of **Bob Reagan**, CXO Media; Joan Groleau; **Dan Horgan**, CXO Media; **Marc owell**, IDC, John Glynn; Allen Grome, former IDGer; **Kevin Burns**, IDG; Chris Robison, nephew of John; **Peter Short**, IDC; John Robison; **John Kelley**; **Glenn Mosesso**; Wayne Humphrey; **Stu Needels**, IDG; **Todd Genovese**, IDG; Jim Dickson, CXO Media; **Todd Hall,** IDG; Bill Hall, formerly of IDC; **Mike Collins**, IDG; **Mike Barbato**, CXO Media; **Ken Fuller**, IDG; **Tom Wailgum**, CXO; Lisa Lauze; **Tim Horgan**, CXO Media; and Jim McIntyre.

H-APE-y Birthday Tina!

CXO Media Subscription Services Supervisor **Tina Pescaro** won't soon forget this birthday thanks to colleagues who invited a pink-clad dancing gorilla to stop by the office in Framingham, Mass., last week with balloons and birthday wishes.

celebrating 10!

Name
Silvana Brambilla

Home
Verderio Inferiore (near the city of Lecco), Italy

Current title
Assistant to the Publisher of Business Magazines, IDG Italy.

Joined IDG
Sept. 2, 1992 as the editorial assistant of *PC World* and *Macworld Italia*. Named assistant to the publisher of *Computerworld* and *NetworkWorld Italia* in 1996.

What's the most unusual thing that's ever happened to you at work?
After working late one evening, me, my boss and other colleagues took the lift downstairs. When the door was about to open, a gun was aimed at all of us. We had forgotten to inform security about our presence in the office after working hours!

What's kept you at IDG for 10 years?
My 'problem solving' approach to the job gives me the opportunity to increase my knowledge every day. Moreover, by supporting my colleagues I have many chances to learn more about their jobs, as well.

Best way someone could compliment you on your work
A thank-you with a smile.

Interests outside the office
I've been playing the piano since I was 10. Next March, I'll take the examination for the black belt of traditional karate.

Family
Corrado, my husband, and Riccardo, my son of 11 months.

Most rewarding thing you've ever done?
Becoming a mother last October was a beautiful experience. At the office, I worked very hard to organize my first press conference for the business unit, and seeing the hall so overcrowded was very gratifying.

What skill do you wish you had that you don't have?
Sometimes I wish I had more diplomacy.

*IDG Chairman **Pat McGovern** dined with IDG Italy's **Silvana Brambilla** last month at the Four Seasons Hotel Milano in honor of her decade of service.*

Dream destination
A leap into the future.

Fantasy job
Manage a dog breeding business. That's a real fantasy job, as I would not be able to sell one puppy!

As a kid, what did you want to be when you grew up?
An architect for building my fantasy house.

What disc is in your CD player right now?
"Aqualung" by Jethro Tull.

What book is on your nightstand?
The Naked Ape by Desmond Morris.

Favorite vacation spot?
Terme di Saturnia in Tuscany, the most relaxing corner of the world.

If you won the lottery tomorrow, you would
Help poor people by giving them a house and a job.

Manager's profile
"Silvana is definitely a brillinat assistant. It is impossible for me to overstate my deep respect for her personally. With immense capacity and passion for her work she has been a key for the success of *Computerworld* and *Network World Italia*, helping me to improve the quality of our work and to increase our productivity.

-- *Sergio Rizzi, publisher, Business Magazines*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Ellen Fanning *Computerworld*
Linda Gorgone *Computerworld*
Shellie James *CXO Media*
Sophie Pietras *IDG Italy*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

21 OCTOBER 2002
VOLUME 32, NUMBER 35

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

InfoWorld event focuses on real-world Web Services applications

Nearly 500 senior-level IT executives came to InfoWorld's Next-Generation Web Services II Conference, held in Santa Clara, Calif., last month to learn more about how Web Services applications can be integrated into their enterprises.

InfoWorld
CONFERENCES
NEXT-
GENERATION
WEB SERVICES II

*InfoWorld Executive VP and Publisher **Tom Rousseau** addresses the nearly 500 IT professionals gathered at last month's Next-Generation conference to learn more about integrating Web Services into their enterprises.*

This was the second in InfoWorld's Next-Generation Conference series, which is designed to be an in-depth look at emerging technologies and their impact on enterprise integration. The first conference (see *IDG World Update*, Feb. 18, 2002) focused on Web Services in their infancy, while last month's event was dedicated to real-world applications, from content management to business process integration.

"Our Next-Generation conference series combines InfoWorld's technology thought leadership with the peer-to-peer interaction IT professionals need to succeed," said **Tom Rousseau**, InfoWorld executive VP and publisher. "Not only is this compelling for attendees, but for sponsors that want to reach a very powerful audience of buyers. From both a content and revenue perspective, this was a very successful event."

With a small events team on-staff, planning and executing the conference was an InfoWorld group effort. The Audience Development team managed list

continued on page 5

First Dutch *ComputerPartner* event proves profitable

ComputerPartner

Vaktijdschrift voor de ICT-handel

Business partners IBM krijgen groter deel mainframe-koek

Partners verdeeld over zaken doen met worstelend CSS

ComputerPartner is the market leader among channel titles in The Netherlands. The publication's strength helped draw a larger than expected crowd at the first ComputerPartner Conference.

IDG Netherlands' first foray into the events business got off to an impressive start, as the ComputerPartner Conference for the business-to-business IT distribution channel drew large crowds and turned a profit last month.

More than 1,000 general managers and sales and marketing staff from IT vendors, telecommunication companies, IT distributors, resellers and consultancies traveled to The Hague for the day-long expo and conference. Approximately 50 vendors, distributors, telecom companies and ISPs staffed information booths to connect with current and prospective business partners.

ComputerPartner Editor-in-Chief **Marcel Roozeboom** welcomed conference attendees and introduced the day's moderator, Dutch TV personality Pernille La Lau. The featured speakers addressed strategic issues regarding the latest channel developments in the Netherlands and Europe. On the podium were two analysts — IDC Chief Research Officer **John Gantz** and **Gerrit Schipper** from the Dutch financial specialist ABZ – and four international vice presidents from the gold-level sponsors Cisco, Intel, HP and Microsoft.

Later in the day, leading vendors such as Samsung, Toshiba, Fujitsu-Siemens, Intel, Cisco, Novell, Azlan, Actebis and Exact Software and specialized Dutch companies hosted a series of small-group, more focused parallel seminars that offered more hands-on information.

During the formal dinner for all visitors, exhibitors

continued on page 5

in brief newsworthy

Third annual LinuxWorld China attracts crowds to three cities

LINUXWORLD
CONFERENCE & EXPO
LinuxWorld China 2002
主 办：
IDG WORLD EXPO
IDG 世展博览（亚洲）有限公司
钻石赞助
LINUXWORLD
CONFERENCE & EXPO

IDG Asia President ***Hugo Shong*** *welcomes attendees to the first day of LinuxWorld China 2002 in Beijing. The one-day event was repeated in Guangzhou and Shanghai.*

IDG World Expo China organized that country's third annual LinuxWorld China event, firmly establishing the three-day conference and exposition as China's premier event focusing exclusively on Linux and open sources solutions.

LinuxWorld China 2002 comprised three one-day events that were held in Beijing, Guangzhou and Shanghai and attracted a total of more than 3,600 CXOs, IT managers and technical professionals from industries including telecommunications, education/research, finance, government, energy, transportation and manufacturing.

Key international players in this industry including IBM, AMD, Hewlett Packard, Turbolinux, SCO/Caldera and BEA as well as many local Chinese companies such as Red Flag and CS&S took part in LinuxWorld China.

IDG World Expo China employs 35 people at its offices in Beijing, Shanghai and Shenzhen.

For more information, contact maydy_wei@idg.com.cn. WU

IDG Netherlands launches *CIO* as paid subscription magazine

IDG Netherlands heralded the arrival of its newest magazine, *CIO*, with a Dixieland band striding through the office hallways on Oct. 10.

CIO
STATER
CRM
ELKE PRIJS
CIO'S OVER
FALEN & SUCCES

A monthly, *CIO Netherlands* is the country's first publication to bridge the gap between IT issues and strategic business decisions. It targets more than 15,000 chief information officers and other senior-level managers within organizations with more than 100 employees. The company chose a paid subscription model "in order to be less dependent on advertising income," said Editor-in-Chief **Mendel Stecher.**

"Our aim is to give readers a local angle with as much original content as possible," Stecher said, noting that they will still examine some of IDG's 13 other *CIO* titles for story ideas.

Stecher, who previously served as *InfoWorld*'s chief editor, brings his former staff over to *CIO Netherlands*. IDG Netherlands shuttered the six-year-old controlled circulation magazine last month.

The magazine, though popular with readers, had suffered deep declines in ad revenue due to the economy. InfoWorld's Web site, InfoWorld.nl, will continue to exist as a high-quality news feed. It will feature newly created sections with exclusive online content and a section where readers can trade opinions and information with peers.

"I'm very proud of the entire CIO team, which produced this magazine in just three months and sold lots of subscriptions before the actual publication even came out," IDG Netherlands Managing Director **Raimon Gort.** "That's saying something about how much readers favor IDG products!" WU

Coming up

Storage Networking World
Oct. 27-30
Renaissance Orlando Resort
Orlando, Fla.
www.computerworld.com/snw

European Storage Vision
Oct. 30
Kempinsky Airport Hotel
Munich
www.idc.com/events

European IT Banking Forum
Nov. 11-12
Milan Marriott Hotel
Milan, Italy
www.idc.com/events

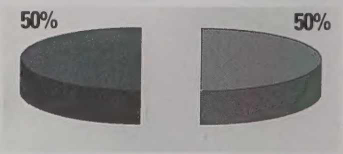
BioITWorld Conference & Expo
Nov. 12-14
San Diego Convention Center
San Diego, Calif.
www.bioitworldexpo.com

Vietnam Hi-Tech Fair
An IDG World Expo Asia event
Nov. 12-15
Vietnam Exhibition and Fair Centre
www.idgvietnam.com/hitechfair2002

IDC IT Spending Outlook: Targeting Vertical Industries to Gain Market Share
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/events

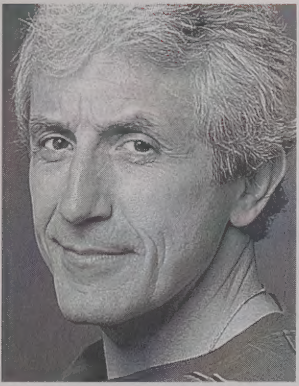
Question of the Week

Last week's World Update Online question, "What's older, you or *Computerworld* (U.S.)?" garnered a 50-50 split among voters — if they were telling the truth, that is! *CW* recently celebrated its 35th anniversary.



Be sure to look in this week's IDG World Update Online (www.idgworldupdate.com) for this question: "What do you need most during an average work day?" Your choices are *The Wall Street Journal*, cell phone, laptop, lunch break or chocolate.

what I've learned so far about...



***Don Tennant** joined IDG in 1990 as a reporter for Computerworld Hong Kong. He served as editor of that publication from 1992 until March 2000, when he joined Computerworld U.S. in Framingham, Mass., as the assistant news editor. He became news editor in July 2001. He may be reached at don_tennant@ computerworld.com.*

Have you learned something along the way in editorial, sales, marketing, production, circulation or any other functional area that you'd be willing to share with colleagues? Or do you know the perfect person who could author a column like this? If so, please send an e-mail to world_update@idg.com.

Managing a news desk

I've been asked to speak to you today on the topic "What I've Learned About Managing a News Desk." Well, I've learned all sorts of things, like you have to wipe the food spillage off the desk before you leave, otherwise it smells like a cross between a McDonald's dumpster and your grandfather's closet when you come in the next morning.

In any case, you probably think I'm going to give you another really boring PowerPoint presentation. No way! I'm going to give you a really cool slide presentation! So sit back, pop open an RC Cola, and absorb. Can somebody get the lights? Thanks.

(click) **Be willing to do things differently.** OK, here we go. No one likes being different more than I do. Heck, here's a shot of the bird feeder I made for the back yard. As you can see, it's in the shape of a scarecrow. As you can also see, there are no birds around. So that was just plain stupid. But the fact remains that you shouldn't feel compelled to do things a certain way just because that's the way they've always been done. Whether it's shifting the beat structure, revamping the story-pitching process or modifying the integration of print and online operations, a consistent willingness to change is vital to a healthy news desk.

(click) **Be aware that multitasking is a must.** You think a one-man band is a multitasker? Ha! Here's a shot of yours truly. See that goofy look on my face? Ignore that, because I always look that way. What I'm doing is responding to yet *another* writer who popped his head over the cube wall while I was on the phone with the writer at the user conference in Chicago and I was IMing the copy editor who needed the page proof back as four other IM windows were flashing and that e-mail reply to the EIC I'd been crafting for most of the morning needed to be wrapped up, pronto. And *then* things started to get busy. But hey, that's what makes it fun!

(click) **Accept the fact that there's more to a good news story than the words.** These are the cubicles belonging to our talented graphics designers. Nice, huh? See how their tidy cubes are tastefully decorated with plants, artwork and a coordinated color scheme? The news pod is a touch more earthy. Anyway, they say a picture is worth a thousand words. I always hated that expression, because it implies that we wordsmiths can be replaced by some imbecile with a crayon. But the truth of the matter is that readers' eyes go to the art first, so it needs to be an integral element of the story. That's why a graphics designer always sits in on our weekly story pitch meetings — that way the effort is a coordinated one from the get-go.

(click) **Talk to your writers — now**. OK, this one is a little self-serving. Here I am wearing my phone headset, discussing a story with a writer. I like wearing it because of the cool boom mike — it makes me feel like a middle-aged version of Eminem. Anyway, what I'm doing is discussing a story with a writer after the first read-through in the story editing process. Notice what I'm *not* doing is going back and forth with the writer by e-mail, or worse yet, returning the story with a bunch of written comments and questions without discussing them on the phone. You can't be reluctant to confront a writer directly and in real time. The phone may be *so* last year, but it's an invaluable tool on the news desk because it saves tons of time.

(click) **Don't hesitate to go straight to the top.** Recognize this guy? Right! It's none other than the baby-faced Michael Dell, founder and CEO of Dell Computer. I can say "baby-faced" because compared to me, even *Robert Redford* is baby-faced. Anyway, the first time I interviewed Michael Dell, we were in his executive suite at Dell's headquarters down in Texas. After the interview, nature called (actually it had started calling about midway through the interview and at that point it was shrieking), so I dashed into the nearest men's room. There I was standing at the urinal when in walked – you guessed it – Michael Dell. We were making small talk, and I was thinking, when you get right down to it, these CEO-types are just like everybody else. So don't be afraid to go directly to the hot shots for news. You don't ask, you don't get.

(click) **Be unapologetically decisive.** Here's a great panoramic shot of a typical newsroom. Let's say you're managing the news desk there. Look at all those people. You know some of them have been there longer than you have. You know some of them have higher university degrees; others have talents you admire; others are probably smarter. Listen to them. Consult with them. Learn from them. But whatever you do, always remember that not one of them manages the news desk. You do. News doesn't wait for consensus. It happens immediately, and it requires immediate decisions — lots of them. It's on those occasions – typically on deadline — that all of that listening and consulting and learning will pay off. Make your decisions with firmness, confidence and conviction. That's what you're there for.

OK, that's a wrap. If somebody can get the lights, I'd be happy to take questions. Can somebody get the lights, please? Hey! Wake up!! WAKE UP!!

Network World sales team celebrates FY02 victories

Scaled-back travel budgets may have forced Network World to forego its annual sales meeting, but Associate Publisher **Carol Lasker** was determined to celebrate the accomplishments of the sales team anyway. Her solution? A "virtual awards ceremony" with offices across the country taking part simultaneously.

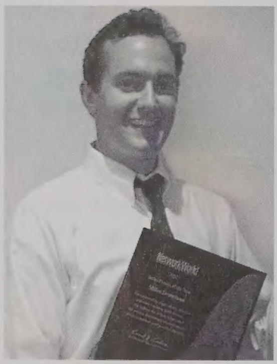
About two weeks before the ceremony, Lasker sent e-mail invitations to each member of the 30-person sales team asking them to be at one of NWW's three main sales offices in Southborough, Mass., Rochelle Park, N.J., and San Mateo, Calif., at noon Eastern Standard Time. Sales staff working too remotely to get to one of these offices were asked to be at their own offices at that time. Lasker had catered meals (lunch in Southborough and N.J., breakfast in San Mateo and elsewhere) brought in to each location. As each member of the sales team filed into their conference rooms, they were presented with a small crystal globe inscribed with the company's mantra for the coming year: OB03 (On Budget in FY03).

> *"Though the economy kept us apart, the virtual ceremony brought us all closer together."*
>
> *— Donna Pomponi*

With the whole sales force listening in on the conference call, Lasker then announced the winners of Network World's annual sales awards. (Plaques and checks had been sent to each winner's office previously so that they could be presented as the names were read.)

Lasker's end run around travel budgets was a big hit, according to the sales team. "Though the economy kept us apart, the virtual ceremony brought us all closer together as we acknowledged the individual and team accomplishments made in an economically challenging year," said Northeast Regional Sales Manager **Donna Pomponi**. "It was great to have a chance to congratulate everyone for their successes, set goals, get charged up for next year and pump up our 'winning team' attitude!" she added.

The following members of Network World's sales team were honored for outstanding results in FY02:



Salesperson of the Year
Miles Dennison
regional sales manager,
Northern California

Direct Response
Salesperson of the Year
Karima Zannotti

Largest Increase in Revenue
Jacqui DiBianca
Mid-Atlantic regional sales manager

Yield Award and Brand Master
Lara Greenberg
regional sales manager, Northwest/Rockies

New Business Award
Elisa Della Rocco
regional sales manager, N.Y./N.J.

Market Share Champion
Miles Dennison

Entrepreneur of the Year
Shaun Budka
custom media solutions manager

MVP IDG Executive Forums
David Brooks
account manager, Network World Events
& Executive Forums

Best Online Team of the Year
Stephanie Guttierez, online account
manager/Fusion; and **Miles Dennison**

New Product Champion
Deb Lovell
online account manager/Fusion

Direct Response Team Award
Enku Gubaie, senior account manager/Marketplace, **Amie Gaston**, account manager/Marketplace; **Karima Zannotti**, senior account manager/Marketplace.

Seminar Salesperson
of the Year
Sandy Weill,
event sales manager

IDG WORLD U PHOTOS

Week of October 21, 2002

Managing Editor (BIO)

The Managing Editor is responsible for supervising Bio-IT World's monthly editorial production cycle. Primary duties include: creating necessary editorial schedules; overseeing copyediting staff and performing some copyediting duties; coordinating closely with the art director; and working with our prepress supplier and internal production staff to ensure timely delivery of Bio-IT World editorial products. Candidate must be familiar with Quark and thrive under deadline pressure. The managing editor reports directly to the Executive Editor. The ideal candidate will have experience managing a print editorial copy desk and experience in a copy edit role. Knowledge of the IT industry and the life science industry is also desirable.
Location: Framingham – MA
Contact: Email: jcjobs@idg.com

Sales Manager (GCM)

IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified Sales Manager. The Sales Manager would operate on a tactical level and would report to the Director of Interactive Sales. The Sales Manager would be responsible for tactical creation and completion of all RFP responses, development of sales tools and marketing tools in concert with the General Manager and the Director of Interactive Sales, sales focus on newsletters, run of site advertising, and standard iCenters, cold calling and prospecting for new advertisers and general administrative duties for sales, including tracking of insertion orders and credit applications and updating of all sales reports. Ideal candidate will have 1-3 years experience in interactive media sales and a desire to grow with the organization. ***Location: San Mateo – CA***
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5700, Email: diana_garza@idg.com

Senior Web Designer (IDC)

IDC is looking for a Senior Web Designer who will take responsibility for the overall design of the IDC Website by serving as a liaison between the creative content team and the IT technical team. Specific duties will include (1) providing artistic direction and collaborating with other designers, Web developers, and marketing managers, (2) creating new Web page designs and maintaining the Web style guide, (3) addressing Website display change requests, and (4) creating original Web banners, icons, and other Web page elements. Candidates for this position must exhibit creativity, leadership, attention to detail, and the ability to manage/coordinate/supervise multiple projects in a fast-paced, deadline-oriented environment. See IDC.Com for more info.
Location: Framingham – MA
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Research Manager, Semiconductor Research (IDC)

The Research Manager, Semiconductor Research Group will be responsible for analyst coverage of the wireless industry, with emphasis on Cellular handsets, and Cellular infrastructure including market sizing, forecasting, technology/system trends, vendor analysis, pricing trends, supply and demand analysis and markets share. Coverage of these markets will also include understanding, writing, and research on RF, Power Amps (PA), and DSPs. Responsible for business development of teardown program and taking charge of our technology assessment research. Participate and drive equipment teardowns for primary and secondary research for the group. Support our biweekly semiconductor perspectives newsletter. Interact in a team environment with other IDC analysts inside and outside the semiconductor research group. Participation in consulting projects and sales and business development. Over 5 years of analyst, consulting, business development, and writing experience. Technical background and EE preferred. ***Location: Mountain View – CA***
Contact: I. Juhola, Email: ijuhola@idc.com

Senior Research Analyst, Networking (IDC)

IDC's Communications Research Group is seeking a Senior Research Analyst to cover key network markets including LAN switching and wireless LANs. The analyst will be chartered with providing insightful research, analysis and guidance on key market trends to network vendors. This analyst will be responsible for conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis to fulfill the requirements of the Networking Program. In addition, the analyst will develop a presence within the industry and press community based on their industry expertise. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Collaborative efforts will include work with the Communications Group, the Hardware Group and the Asia Pacific and European regions. ***Location: Framingham – MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager, Enterprise Financial Majors (IDC)

Position Overview and Responsibilities: The Sales Manager, Enterprise Financial Majors, is a quota-carrying sales role with sales responsibility of $2.5M selling into IDC's installed account base as well as into new customers within the financial community. Skills and experience: 5-10 years of sales experience required, MBA highly desirable. Global selling experience with demonstrated success over a period of time. 25-30% travel will be required with client responsibilities on both the West and the East Coast. A successful Sales Manager, Enterprise Financial Majors will be a blend of entrepreneur, teammate, and coach; a sales professional that understands the methodologies necessary to sell to financial institutions. In depth understanding of IDC's service offerings and ability to collaborate with IDC's global product groups and sales organizations will be an essential requirement for success in this position. This position is located in ***Mountain View, California.***

Contact: Email: ijuhola@idc.com

Senior Account Executive (IDC)

The Senior Account Executive will create/deploy solution-selling techniques to grow and expand IDC's Bio-IT practice. This position will have nationwide sales responsibility for selling products to IDC's client base, i.e., suppliers, users and the financial community and will also work with counterparts in A/P and Europe on building a global Bio-IT practice. Candidates must have 8-10 years demonstrated sales success within the biotech and/or life sciences industry, outstanding communication and organizational skills, entrepreneurial drive, expertise in all critical sales management techniques and the ability to deliver product values to sophisticated clients. Extensive domestic travel required. ***Location: Framingham – MA***

Contact: S. Brown, Email: susan_brown@idg.com

Sr. Account Executive (IDC)

The Sr. Account Executive, Sector Accounts is an outside sales role functioning as part of a focused sales team effort and will carry IDC accounts throughout the Western United States. The Sr. AE will be a self-starting individual who is comfortable managing a personal quota and developing a territory. This position requires 5-7 years selling and quota carrying experience with 2-3 years operating remotely; very strong and assertive phone and selling skills a must, as well as a good team player and attitude. Strong familiarity with computer industry is preferred. Previous sales of syndicated research a strong positive. Position will report to the Sales Director, West Coast accounts, and will responsible for developing new business while retaining extensive existing renewal business. This position requires 25% overnight travel and will be located in **Mountain View, CA.**

Contact: I. Juhola, Email: ijuhola@idc.com

Editor in Chief (IFW)

InfoWorld is searching for an Editor in Chief who will drive the editorial vision and set the strategic direction of InfoWorld and its world class test center in print, online, and events. The EIC will build on InfoWorld's respected brand to solidly position InfoWorld as the key provider of information that gives a holistic and relevant view of the enterprise. The EIC will harness the talent of experts who will provide news analysis, reviews and opinions, unique qualitative and quantitative test center driven content and technological expertise to InfoWorld's powerful and loyal audience. Reporting to the President/CEO, the EIC will develop standards for editorial excellence, ensure that content meets the changing needs of its online audience and print readership, and improve Infoworld's competitive position on all platforms. The EIC will define, identify and implement editorial elements that create synergy between the print publication and the Web site, and will develop strong content integration across publishing platforms. The EIC will continue to focus on providing critically acclaimed, targeted content to the CTO community. As a compelling public speaker, the EIC will actively represent InfoWorld as a thought leader at trade shows and conferences, on industry panels and keynotes. The EIC will also manage departmental resources - including staff and budgets. The ideal candidate will have a minimum of 10 years of journalism experience and an in depth understanding of the role applied technology plays in business settings. A minimum of eight years' senior editorial management in online or print, along with demonstrated ability in motivating workgroups in making the editorial vision a reality is required. Candidates should have exceptional public speaking skills, top-notch writing skills, comprehensive knowledge of the IT market, extensive executive level industry contacts, a level of credibility that allows ready access to industry leaders, and the ability to bring complex projects in on deadline. ***Location: San Francisco – CA***

Contact: S. Murphy, Phone: 415-978-3173, Fax: 415-978-3277, Email: sue_murphy@idg.*com*

Go to http://careers.idg.com to view all current job opportunities at IDG

InfoWorld

continued from page 1

InfoWorld News Editor **Mark Jones** (l) moderates a panel discussion.

development and registration; the Sales department sold sponsorships (partner sponsors included Attachmate, Commerce One and Microsoft.net); Marketing was responsible for all public relations, attendee marketing, sales programs, and the look and feel of the conference; the Events group managed the entire conference program and its production.

The *IW* editorial team was responsible for developing all content and was instrumental with speaker recruitment. *InfoWorld* News Editor **Mark Jones** served as conference moderator. IW CTO **Chad Dickerson**, Test Center Director **Steve Gillmor** and Test Center Analyst **Jon Udell** all moderated panel discussions.

After listening to six keynote speakers and nearly 50 panelists discuss Web Services issues, attendees could also see that technology at work in the Technology Pavilion, a concept carried over from the previous Next-Gen show. Sixteen emerging technology exhibitors discussed and showcased their latest products and advancements.

Most of the conference's marketing was driven through partnerships and a targeted e-mail campaign, said **Holly Nissalke**, InfoWorld marketing VP. "Based on analysis of attendee marketing tactics in the past, we learned that direct mail and print ads did not deliver the kind of high response rates generated from our e-mail and sister brands' e-mail lists." Additionally, banner ads were run on the InfoWorld site (www.infoworld.com) and numerous partner sites including those of industry associations. The conference was also promoted in InfoWorld's e-mail newsletters, and ads were run in *InfoWorld* and *Computerworld*.

Nissalke said they were very happy with the conference's performance. "We learned from past events where we could spend money more intelligently and certainly learned the power of the 'InfoWorld currency' through some aggressive barter deals. As a result, we lowered costs and improved the overall business model of the event."

For more details contact Holly Nissalke at holly_nissalke@infoworld.com or 800-227-8365. WU

What are Web Services?

Web Services are the protocols, conventions and network facilities that allow authorized parties to exchange information over the Internet, regardless of the applications they are using. Web Services allow a user to buy a plane ticket online, have the ticket price deducted from his bank account and the itinerary added to his online calendar and have it all done transparently. Web Services are typically rented by companies needing a particular functionality from outside service providers.

Upcoming InfoWorld Events

InfoWorld CTO Forum
March 2003
Boston

Next-Generation Conference
will be held in mid-2003.

ComputerPartner

continued from page 1

and invited press, *ComputerPartner* presented the Most Innovative Reseller of the Year award to Dutch reseller Simac. The company was chosen from a pool of companies nominated by vendors and distributors and then voted on by *ComputerPartner* readers and a panel of industry experts.

"We're very pleased that, despite the current economic slowdown, we've been able to set up this conference and make this into a huge commercial success," said IDG Netherlands Marketing Director **Tallina de Boer**. Roozeboom agreed. "Our success shows that a strong relationship between the editorial staff and its readers, in combination with independent editorial, is essential to attracting a loyal following to an event like this."

IDG Netherlands owns the ComputerPartner Conference and produced the event with help of an outside company, Synpact. IDG handled the content, sponsor and exhibit sales, marketing and evening festivities while Synpact oversaw site negotiations, overall organization and logistics. During the convention the two parties agreed to hold another conference in 2003 and discussed prospects for more programs throughout the year. The vast majority of this year's sponsors have already signed on for next year's event.

"We're unbelievably proud of this achievement," said IDG Netherlands Managing Director **Raimon Gort**. "We see a large growth market for the events business, and as part of our three-year strategy more events will follow, not only for *ComputerPartner*, but also for *CIO Magazine*, *Lan Magazine* (the Dutch *Network World*) and *Net Professional*."

For more information contact Marcel Roozeboom (mroozeboom@idg.nl) or Tallina de Boer (tdeboer@idg.nl). WU

ComputerPartner Editor-in -chief **Marcel Roozeboom** and Account Manager **Rineke Sloetjes** confer on the expo's show floor.

noteworthy people

Hess

New employees

InfoWorld has hired **Wayne Rash** as a senior analyst, working out of his Clifton, Va., home. He was previously president of Wayne Rash and Associates, an editorial services company that provides writers, written content and product testing to publications. Prior to that he was events editor at *Internetweek*. He graduated from Lynchburg College in Lynchburg, Va., with a B.A. in political science and enjoys scuba diving, flying and amateur radio.

Andres Etchenique has joined IDC Latin America in Miami as an account executive. He was previously a sales manager for Alcateia do Brasil, focusing on the Caribbean and Latin America regions. Andres has a B.A. in liberal arts and music from the University of Miami and enjoys wakeboarding, skeet shooting, spearfishing and diving.

Jennifer Ann Luscomb has joined *Computerworld* in Framingham, Mass., as a customer service associate in the Strategic Programs and Events group. She was previously a special education teacher for the Weston, Mass., public schools. Jennifer has a B.S. in communications from Emerson College in Boston and spends her free time running and playing tennis and trivia games.

Transfers

HR Services Division West Representative **Lisa Hess** is now InfoWorld's HR representative. She holds a B.A. in public administration with an emphasis on human resources from San Diego (Calif.) State University. Away from the office she enjoys cooking and spends her weekends landscaping the backyard of her new home.

Returning employees

After stints in the circulation departments at *PC World*, *Macintosh Today*, *Digital NEWS* and *Network World*, **Debbie Winders** left IDG in 1997 to pursue other interests for a few years. She is now back with IDG as circulation director of *GamePro* in Oakland, Calif. Outside the office she enjoys running with her 100-lb. dog, listening to music ("Yes, I still enjoy heavy metal, even after all these years!") and reading. She also claims to have taken up a new hobby — playing video games.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Martha Becquer earns IDG Global Solutions President's Award

JUSTIN KHAKSAR

***Martha Becquer** accepts her award from IGS EMEA/U.S. President **John O'Malley**.*

Though she has been in her current role with IDG Global Solutions (IGS) for just over a year, International Sales Manager **Martha Becquer** has proven her perseverance and creativity on the job from the outset. Those skills have resulted in an increasing number of new IGS clients, and her efforts have made Becquer the recipient of the IGS Presidents Award for FY02.

Given annually by IGS EMEA/U.S. President **John O'Malley**, the award recognizes members of the IGS team for the outstanding quality of their work, service and commitment. A second award is given to the IGS team with the highest sales revenue (see p. 7).

"Martha is contagiously upbeat. No matter what the situation is, she always maintains positive energy," said Director of Strategic Accounts **Chip Zaborowski**, Becquer's manager. "She takes that to the field, and effectively builds new opportunities and rekindles old opportunities we haven't followed up on for a long time. As a result, she increased her territories' revenue by 300% year-on-year."

Becquer, who is based in Miami, had worked at IGS for two years in an administrative/inside sales role before taking on the outside sales position last June. She covers the East Coast of the U.S., selling ads from U.S. companies into IDG publications outside the U.S.

One of her first tasks was identifying potential clients through the Miami telephone directory and cold-calling them. Once she found those companies, her creative juices – literally – took over. She stapled her business card to an orange with a note that said, "Please squeeze me into your ad budget!" and sent the fruit to potential clients. The imaginative approach worked; Bequer got her foot in the door, and the sales started coming in. During the past three months, for example, she closed contracts with three clients new to IGS: Seagull, Xante Graphics and Avocent.

The orange pitch has staying power: *PC Welt* heard about it and used a variation – mailing a lemon squeezer – along with a letter in which new members of the sales team introduced themselves to current and prospective clients. Closer to home, Becquer was in her local supermarket when she saw the man ahead of her in line with several big bags of oranges. "Looks like you must love oranges," she said. "Not really," said the man. "One of my friends just got an orange as a neat pitch from an ad sales rep. I work for an ad agency, and I thought I'd try that with some of my clients." Turns out it was Becquer who sent the friend the orange!

Zaborowski added that Becquer has also worked very closely with the territory representatives for IDG's U.S. publications to introduce them to her contacts within a client company, and vice versa, to enhance the potential for more ad sales for IDG as a whole. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19

Karin Wirth-Wernitz *IDG Germany*

16

Jeff DeBalko *IDG Global Communications*

13

Angeles de la Marca *IDG Spain*
Karen Rokkedahl *IDG Denmark*

12

Don Tennant *Computerworld*
Duane Hampson *PC World*

11

Steve Pelosi *IDG*
Glenys Mercado *IDG Global Communications*

10

James Farley *IDC*

9

Stephanie Faucher *Computerworld*
Alec Brown *IDG New Zealand*

6

Amy Bonner *IDG List Services*

5

Juan Carlos Perez *IDG News Service*
Masaaki Moriyama *IDC Japan*
Emma Kudokas *IDG Poland*

4

Jennifer Berger *Mac Publishing*
Nuria Garcia *IDG Spain*
Sarah Hansen *IDG*
Rikke Page *IDG Global Solutions U.K.*
James Eibisch *IDC U.K.*
Ekapat Chareonlarp *IDG Global Solutions*

3

Lisa Nally *IDG*
Camille Kruse *InfoWorld*

2

Darian Bird *IDC New Zealand*
Cynthia Dong *IDC China*
Thomas Fitzpatrick *IDC*
Yolanda Sanchez *IDG Spain*
Jeff Baker *Accela Communications*
Masato Takeuchi *IDC Japan*
Fiona Mayo *IDG New Zealand*

1

Rachel Desjardins *Mac Publishing*
Roosman Fajar *IDC Indonesia*
Phil Sargeant *IDC U.K.*
David Gottlieb *IT World Canada*

Business units are invited to send the appropriate employee anniversary information to world_update@idg.com.

IGS Germany earns President's Award for second consecutive year

To achieve sales figures 13% above target and to accomplish an 11% year-on-year growth in the current market is no mean feat. It is for those reasons that **John O'Malley**, president of IDG Global Solutions (IGS), earlier this month presented IGS Germany with the IDG Global Solutions President's Award for Outstanding Performance for the second consecutive year.

The IGS Germany team — **Tina Ölschlaeger**, VP, international sales; **Peter Hoellriegel**, senior sales manager; **Patrick Reininger**, junior sales manager; and **Christine Pichler**, sales support executive — have managed to defy all market trends by achieving these sales figures and at the same time have provided a solid foundation for growth in FY03 by increasing their client base by 33. "IGS Germany has attracted new clients such as Canon, VIA Technologies and CHI Handel and increased the spending of other major accounts such as Epson, Fujitsu Siemens, HP and Mitsumi within a year which has seen advertising budgets slashed on a global scale" O'Malley said.

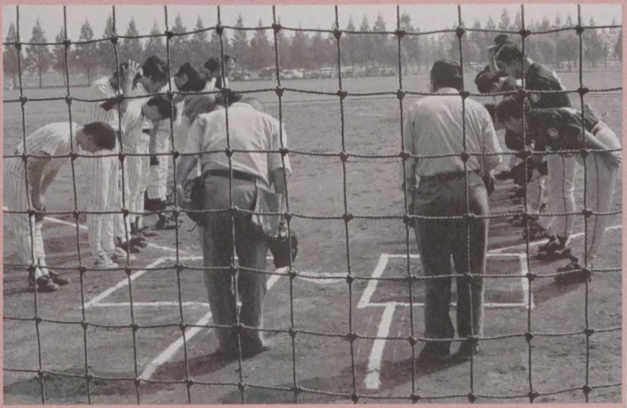
"2002 was the first full fiscal year for the new IGS Germany sales team, and it's fantastic that we managed in these difficult times to top the result of last year" Oelschlaeger said. She attributed her group's success to their increasing experience in the market and "excellent collaboration" with the IGS EMEA Business Development team. WU

*(L-R): **Ralph Peter Rauchfuss**, managing director, Computerwoche Verlag GmbH; **Peter Hoellriegel**, senior sales manager, IGS Germany; **Christine Pichler**, sales support executive, IGS Germany; **Tina Ölschlaeger**, vice president, International Sales; IGS Germany; **John O'Malley**, president, IDG Global Solutions; **Patrick Reininger**, junior sales manager, IGS Germany; **York Von Heimburg**, managing director, IDG Magazine Verlag GmbH.*

Play ball!

IDG Japan's IDG World Stars took the field earlier this month in Omiya, Saitama Prefecture, in the 17th annual Fall TSK Baseball Championship. Led by team manager **Atsuo Yamamoto** of *Computer Graphics World* and pitcher/team captain **Takanobu Urayama**, also of *CGW*, the World Stars fielded 11 of their 18 players against ad agency Cyber Communications' Cyber Fields. The championship is run by the Japanese computer software industry's health insurance society, and the IDG team placed fourth in its first year of competition in 1998. This year, the World Stars were knocked out in the first round 8-5.

At right, IDG Japan's World Stars (in white) and members of the Cyber Fields team bow to one another prior to the beginning of the game.



celebrating 10!

Name
Elga Legranzini

Home
Milan

Title
Administration secretary, IDG Italy

Career path
Joined IDG Italy in March 1992 as an administration secretary, first for the accounting department (I issued invoices). Since 1996, I have dealt with the recovery of debts.

What you do
I call our customers to plan their payments in order to get them as soon as possible. I also deal with legal issues when necessary.

Most challenging part of your job
Collecting the oldest bad debts.

Best part of your job
Hearing a customer tell me, "I have already paid your invoice."

Latest accomplishment
Getting my driver's license.

What's kept you at IDG for 10 years?
The very good relationships I have with my colleagues, in particular my managers.

Best compliment you've ever received on your work?
I received congratulations when I recovered 1 billion lira in bad debts. (Some time ago 1 billion was a great target; today it is about US$510,000.)

Career goal
I wish to become more and more independent in my job.

Interests outside the office
Dancing, theater, Celtic culture.

What ability do you wish you had that you don't have?
I wish I could be a painter.

Dream destination
The Nordic countries.

What is the last good deed you did?
I gave my parents a trip when they celebrated their wedding anniversary.

What is the most difficult decision you ever had to make?
To enroll in lessons to get my driver's license.

Your idea of a perfect day alone?
Getting fresh air by walking in nature.

*IDG Chairman **Pat McGovern** escorted **Elga Legranzini** to dinner last month at the Four Seasons Hotel in Milan in honor of her 10th anniversary with IDG Italy.*

As a kid, what did you want to be when you grew up?
An astronomer. Even today I'm fascinated by anything that has to do with the moon, and I collect books, jewelry, teacups, postcards and other objects with moon images.

Family
I'm single, but I'm looking...

What book is on your nightstand?
The Green Mile by Stephen King

One possession you'd grab if your house were on fire?
My collection of moon memorabilia.

Favorite movie of all time
"La vita e' bella" ("Life is Beautiful") with Roberto Benigni, a masterpiece of sweetness and love in the context of the Second World War.

Favorite ice cream flavor
Lemon.

If you won the lottery tomorrow, you would
Travel and buy a house at the seashore.

Manager's profile
"Elga is a crucial part of the administration and accounting team. It is very pleasant to work with Elga as she accurately and efficiently deals with the recovery of bad debts. She is a very dedicated employee, always ready to help.Thanks to Elga's ability, in the last few months we recovered more payments. We look forward to work with Elga for at least 10 more years!"

-- Salvatore Braiotta, financial controller

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Stephanie Faucher *Computerworld*
Colwyn Munro *IDG Global Solutions*
Kimiko Niwa *IDG Japan*
Sophie Pietras *IDG Italy*
John Richards *InfoWorld*
Catherine Spence *IDG Global Solutions*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

28 OCTOBER 2002
VOLUME 32, NUMBER 36

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG Netherlands signs new deal with major user group

Multi-million Euro agreement expands publication options

Ten years ago, IDG Netherlands struck a deal with the world's largest computer user organization, HCC, that provided the fledgling *PC World*-style publication, *Computer!Totaal*, to a ready-made paid circulation base of 41,000. Last month, a new five-year contract between the companies brought two more IDG publications into the fold.

Beginning in January, HCC members will be able to choose one of six publications as part of their membership package: *Computer!Totaal*, *Tips & Trucs* and *Internet Tips & Trucs* (all from IDG) and three of HCC's games-related titles. Members can also receive multiple titles at a discount. The arrangement also paves the way for IDG Netherlands to launch additional consumer titles in partnership with HCC as the user group continues to diversify and substantially grow its membership.

*HCC Director Ronald van Rooden (left) and IDG Netherlands Managing Director **Raimon Gort** exchange signed contracts beneath expansive Dutch skies.*

continued on page 7

IDG Netherlands at-a-glance

Established Dec. 1982

Location Haarlem

Web site www.idg.nl

Number of employees 98

Publications
CIO Netherlands
ComputerPartner
Computer!Totaal
Infosecurity.nl (online only)
InfoWorld.nl (online only)
LAN Internetworking Magazine
Net Professional
Tips & Trucs
Internet Tips & Trucs

Network World's traveling Tech Tours attract growing audience

For 12 years, the road warriors of the Network World Events group have been taking their act on the road, helping bring together IT vendors and buyers in focused, information-packed one-day forums that offer attendees a chance to meet and learn from peers facing the same IT challenges and purchasing decisions. And it's a format that seems to be especially appealing in these tough economic times with registrations now reaching 250 to 350 per city. (Early Tech Tours drew only 50 or so attendees.)

State of the WAN
PLATINUM PRESENTING SPONSORS
Proficient
Qwest

*(L-R): **Debra Becker,** director, Marketing and Audience Development; **Jill Keaveney**, senior event planner; **Timothy Johnson**, marketing coordinator; and **Betty Amaro**, finance/operations analyst prepare informational packets for attendees at the recent State of the WAN tour.*

Targeting topics that fit an area of audience interest and have a stable vendor community of sponsors, Network World's Technology Tours consist of a series of day-long events in four to six U.S. cities with the highest concentration of executives responsible for buying decisions for the specific technology chosen.

"Our format is very relevant for IT buyers with limited time who need to stay up to date on changing technologies," said **Robin Azar**, Network World VP, seminars and events. "A Tech Tour provides the opportunity for an IT buyer to listen to the premium vendors in a specific area, compare them, learn best practices from the session keynote, ask questions and meet peers evaluating the same issues."

Azar said she believes that in this era of downsizing

continued on page 4

in brief newsworthy

PC World Latin America group honors region's best IT products, services

The Miami-based PC World Latin America team staged its fourth annual PC World Latin America Awards ceremony this month at the new Ritz-Carlton Hotel in Coconut Grove, Fla., honoring the best IT products and services in the region as judged by editors from each of IDG's 10 local Latin America *PC World* editions.

"This event is the clear benchmark when it comes to IT awards programs in Latin America," said **Trino Ramos**, VP, Latin America, IDG International Publishing Services. "The awards both shine a spotlight on deserving IT products and strengthen the perception of IDG and the local *PC World* editions as market leading authorities in the region," Ramos said.

More than 170 executives representing 41 IT companies and agencies doing business in Latin America attended the black-tie affair. Winners were honored in 20 categories including Product of the Year, which was presented to Advanced Micro Devices for its AMD Athlon XP processor. In addition, 14 Rising Star Awards were presented to the companies whose products scored just a point or two below the winners in many of the categories.

*Front (l-r): **Tim Clarke**, VP Licensing, IDG International Publishing Services; Ms. Ramos; **Trino Ramos**, VP Latin America, IDG International Publishing Services; **David Hill**, president, IDG International Publishing Services; **Monique Gibelli**, VP of Research and Consulting IDC Latin America and Mark Gibelli. Back (l-r): **Guillermo Ronderos**, publisher, PC World Panama; **Rafael Roldan**, publisher, PC World Ecuador; **Rosa Dalia Velazquez** and **Luz Velazquez** from PC World Colombia; **Lucas Jinkis** from PC World Argentina; **Elinet Medina**, editorial director, PC World Latin America; **Franca Cavassa**, editor-in-chief, PC World Peru; **Ricardo Castro**, publisher, PC World Mexico; **Diego Allami** from PC World Argentina; Ms. Barros; **Oscar Barros**, publisher, PC World Chile.*

A panel of 22 judges, two from each of the 10 local editions of *PC World* in Latin America as well as two from the PC World Latin America office in Miami, selected the winners using a common set of criteria including product functionality, innovation, distribution, availability and technical assistance.

Underscoring the importance placed upon this event by the companies in attendance, more than half of attendees were presidents, vice presidents and directors of marketing, Ramos said, adding that "almost every award was accepted by a company's president or vice president.

As it has done in the past, PCW Latin America offered companies an opportunity to purchase sponsorship packages resulting in IDG once again realizing a modest profit from the event. WU

Modified regional approach

Based in Miami, the eight employees of PC World Latin America provide a monthly core of common content for each of the 10 PC World editions in Latin America. The editorial staff of each edition supplements this core content with local editorial material. In addition, PC World Latin America serves as the IDG Global Solutions office for sales into Latin American editions of *PC World* and *Computerworld. PC World* is currently produced by subsidiaries and licensees in: Argentina, Costa Rica, Venezuela, Brazil, Mexico, Ecuador, Colombia, Chile, Panama and Peru.

PCW Vietnam turns 10; city honors IDG chairman for assistance to local market

IDG Chairman **Pat McGovern** recently traveled to Vietnam to help celebrate the 10th anniversary of *PC World Vietnam.* Published by partner Committee for Sciences & Technology in Ho Chi Minh City, *PC World* began life in 1985 as *Electronics and Informatics* magazine. In 1992, IDG Asia President **Hugo Shong** signed a deal with the Committee for Sciences & Technology. Vietnamese law prevents foreign investment in local publishing companies. However, according to **Nguyen Trong**, chairman of PC World Vietnam, it was not money but much-needed IT information from the outside world from which it was largely isolated that his publication needed. "The information supplied by IDG each month is more valuable to us than many millions of U.S. dollars," Trong said. "The current success of Vietnam's IT market is due in large part to the unheralded but significant contributions made by IDG over the last 10 years," Trong added. The first issue of *Electronics and Informatics* to contain IDG-supplied information appeared in November 1992. "We consider this the birthday of *PC World Vietnam,*" he said. At right, Trong presents McGovern with a plaque from the mayor of Ho Chi Minh City in recognition of IDG's contributions to the local IT market. WU

Q and A executive

Pat Kenealy

The CEO of IDG is this week's columnist. He may be reached at pk@idg.com.

> *"My style is to trust my colleagues to do their jobs well and to expect the same from them. I take the IDG 'open door' seriously and value direct communications — especially in tricky times."*

Q Do you anticipate any changes in IDG's management direction or style as a result of your appointment to CEO?

A I hope IDG's management will be more decentralized in the next five years than in the last five to make our business units even more flexible and closer to their current and future customers. IDG is too big, its markets too specialized, and its global reach too wide for hands-on central management to succeed. I'll try my hardest to recruit and retain great business unit presidents, and stay out of their way. My style is to trust my colleagues to do their jobs well and to expect the same from them. I take the IDG "open door" seriously and value direct communications — especially in tricky times. I can be too blunt sometimes, and have a pronounced bias to problem solve perhaps too quickly, but I think I learned those habits during the last 16 years at IDG!

Q Does IDG intend to hire a COO or will you fill that role too? What about a CFO?

A Nope. I'm a publishing operating person by experience, and IDG won't "operate" much from headquarters. IDG stopped using the CFO title after it hired a CFO many years ago who turned out to be a bad fit for us, since IDG doesn't sell stock to the public, borrow huge sums of money, or buy and sell subsidiaries very frequently. **Ted Bloom** is IDG's excellent senior financial executive, and he and I have worked together and grown together since I started *Digital News* in one of his conference rooms in Framingham 16 years ago. Ted has been IDG's de facto CFO for more than a year, but, like me, worries more about results than job titles.

Q In FY '03 will IDG begin again to organize product line meetings for its main brands to maximize best practices?

A They'll be back sometime in the next year, but I have yet to poll the relevant IDG business unit managers to find out where or when. In the down parts of IT cycles, sharing best practices and research is more important than ever.

Q We have seen conflicting reports lately about whether the dip in worldwide IT has bottomed out. What's your projection?

A I don't know exactly, but my bet is that the U.S. IT cycle is near the bottom, the Europe cycle still has some falling to do, and Asia is feeling pretty healthy. I hope all of us learned from the last two years that it's better to be safe than sorry when predicting comebacks. IDG needs to be respectably profitable overall at every point in the IT spending cyle, not just in boom times. Penton, Penwell, McGraw-Hill, Cahners and many other publishers we sometimes see as old-fashioned manage to stay profitable across decades of spending cycles. So can IDG.

Q Do you plan to continue your involvement with IDG Ventures in any capacity?

A I need to stay involved in IDG Ventures so I can keep my big office and fancy conference room in San Francisco! Seriously, I'll stay involved in a reduced way, but 90% of my time will be on my new job. [General Partners] **Susan Cheng** and **Kim Davis-King** are actively recruiting a partner to replace me in San Francisco, and they should have the position filled by roughly New Year's.

Q Do you have any plans to revisit IDG's corporate-wide (vs. individual brands) strategy on the Internet, particularly the role of idg.net?

A Don't know yet. Ask me once once I've had a quarter to look around.

Q With the loss of the CNN relationship, IDG as a whole lacks any significant content deals or partnerships on the Internet. Does the Executive Committee plan to seek such partnerships?

A No, the days of headquarters-driven centralized deals with outside partners are over. Any such deal in the future would have to be driven by one or more of our business unit presidents or their teams. Perhaps one of those deals might evolve into something wider, but they'll all start locally.

Q What are your thoughts on Ziff Davis' current and future situation?

A I just read Ziff's latest Securities & Exchange Commission filings last week, and the company is fighting for its survival. The investment group that bought Ziff a few years back borrowed hundreds of millions of dollars to do it, so it, and the banks that lent the money, are dictating Ziff's strategy — and even some of its operations. To see the relevant forms Ziff filed with the SEC, visit www.sec.gov/edgar/searchedgar/companysearch.html and type in "Ziff Davis Media." The most recent forms S-4/A and 8K listed on the site make interesting reading, but don't spend too much time on them, please. We should spend time with customers figuring out what to do together in the future, while Ziff spends time with accountants figuring out if it *has* a future.

Technology Tours

continued from page 1

executives are less likely to want to attend a two- to three-day conference, making the Tech Tours more appealing. The Events group has also implemented a qualified registration process that allows Network World to screen registrants.

"We get people who are consultants, salespeople or out-of-work IT directors registering for the conference in order to network," Azar said. "We uninvite people if necessary and eliminate about 300 people per tour. This maintains a true peer-to-peer environment while delivering a targeted buying audience to the sponsors. We've seen a change to a much higher level of job title in our attendees."

During the qualification process the Events team asks registrants about their future purchasing intentions. "That information helps us identify the cities with the highest concentration of prospects interested in a specific topic, "Azar said. Top-tier cities such as New York City, San Francisco, Dallas, Chicago and Boston are generally chosen, but she said in some cases second-tier cities are selected based on specific feedback from sponsors or a specific target need.

"We uninvite people if necessary and eliminate about 300 people per tour. This maintains a true peer-to-peer environment while delivering a targeted buying audience to the sponsors."

— Robin Azar

While the core audience is IT decision makers and corporate management, "what we draw upon is our subscriber file," said **Neal Silverman**, Network World Events senior director of sales. "The audience really is our subscribers – people who can influence the buying process."

Azar said that her group refines the topic choices and identifies areas of audience interest by talking with *Network World* editors about the editorial surveys they run and from the direct feedback of Tour attendees. The Events group then looks for sponsor prospects within the chosen topics. Recent Tech Tours have spotlighted the State of the LAN, Networking for Small- and Medium-size Businesses (SMB), Voice over IP and Service-Level Management.

There are six Platinum sponsors per tour, and each gets a 20-minute speaking opportunity and a question-and-answer session moderated by Events Editor **Sandra Gittlen**. Other tour sponsors have access to registration lists and provide tabletop displays at the event to meet with attendees.

"A big draw for our audience is the content and experience that the sponsors bring," Silverman said. "The attendees want to meet the executives from the companies they're buying from. There is a large comfort factor in know the vendor understands what your business and technology issues are."

The Events group will also put together single-sponsor custom events of any size, from a breakfast and golf outing to a full six-city tour. What Network World brings to a single-sponsor tour is editorial integrity, according to Azar. "A lot of sponsors have done something similar on their own, but the audience profile is lower than they want because attendees assume they're getting a sales pitch," she said. "The value of the *Network World* brand brings higher numbers of higher-level executives." Companies such as Novell and BellSouth have designed custom events, which consist of a keynote speaker, a sponsor's presentation and a moderated question-and-answer period.

Planning for the larger tours begins a year in advance with the selection of appropriate topics; marketing is launched six months prior to the tour. Audience recruitment begins 12 weeks before the tour using a combination of direct mail, e-mails to subscribers of *Network World* and its e-newsletters, ads in *Network World* and on its Fusion site.

Network World's Events group has partnered with other IDG publications, including *PC World* for an SMB networking tour last month that went to four cities. The two groups collaborated on acquiring sponsors, marketing and tour content. PCW VP, Editorial Director **Kevin McKean** moderated the sessions.

"This event helped Network World gain more interest from the SMB market and it enabled us to get IBM as a sponsor, and we have leveraged other sponsorships from that," Azar said.

In addition to the Tech Tours and custom events, Network World's Events and Executive Forums team also produces the DEMO, DEMOmobile, Agenda, and Vortex shows. The Events group has also partnered with IDG World Expo to develop content for the ComNet conference program and is currently working on a CXO Media/Network World co-branded custom Webcast. "Meeting our customers' needs is what generally drives these partnerships," Azar said, "and we have enjoyed great success so far."

For more information contact Robin Azar at razar@nww.com. WU

Network World's 2003 Technology Tour schedule

Service-level Management
February-March

Wireless LANs
March-April

Enterprise Software Applications
April-May

Storage
May-June

Security
May-June

Voice over IP
June

SMB
August-September

State of the WAN
September

State of the LAN/MAN
November-December

IDG

October 28, 2002

Director of Online and Events Marketing (IFW)

InfoWorld is looking for a high-energy, team player capable of juggling many responsibilities and projects at the same time. This position is responsible for developing and executing online and events marketing plans including traffic generation, sales tool development and attendee marketing. Ideal candidate should have experience from both the agency and client sides (online start-up, ad/interactive agency, events production company, etc.) This position must work closely with the online and events sales teams to create innovative and sellable programs. Past sales experience is a benefit. A clear understanding of web site architecture, site mapping, search engine optimization, and traffic monitoring is required. Candidate should have a proven background of developing and delivering on attendee marketing revenue goals. Ideal candidate will have: A minimum of four years of online marketing experience and at least two years of events marketing experience, proven experience in managing attendee revenue P/L, proven experience in creating sales program for online revenue, knowledge of HTML, Powerpoint, Excel, Quark, Superior communication and written skills.

Location: San Francisco - CA

Contact: Email: resumes@infoworld.com

Online Advertising Coordinator (PCW)

This new position reports to PC World's Online Ad Production Manager, and is responsible for setting up/running all ad campaigns for PCWorld.com as well as its newsletter operation and affiliated sites. The coordinator will handle and post all incoming creative and ad materials, monitor online ad fulfillment, and troubleshoot as needed. He/she will develop and run tracking reports, forecasts, and analysis for clients. Candidates should have previous online ad trafficking experience using Doublclick DART, strong Excel, communications and analytical skills, and enjoy researching and resolving questions and working with others. ***Location: San Francisco – CA***

Contact: Email: onlinejobs@pcworld.com

Online Advertising Production Manager (PCW)

PC World is establishing a new Ad Operations group, reporting to the Associate Publisher in charge of online advertising sales. This is a new hands-on position responsible for managing all ad postings/campaigns as well as overseeing advertising data analysis, fulfillment and reporting for PCWorld.com and its affiliated websites. Candidates should have a solid background in online ad operations, including at least 2 years of previous trafficking experience using DoubleClick DART for Publishers (experience with DFP5 would be a definite plus). He/she should have strong data management and analytical abilities, be unusually well-organized and attentive to details, and possess clear communications and customer relations skills. Previous working experience with HTML and JavaScript is welcome as well. ***Location: San Francisco – CA***

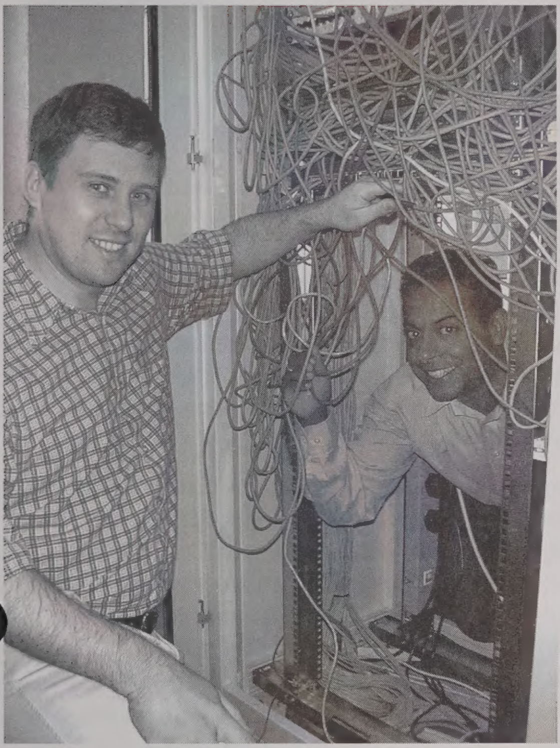
Contact: Email: onlinejobs@pcworld.com

Go to http://careers.idg.com to view all current job opportunities at IDG

spotlight on the job

IT support team keeps IDC U.K.'s systems humming

Crashes, viruses and bugs no match for Steve Brown and Colin de Almeida


TERRY CUMMINGS

***Steve Brown** (left) and **Colin de Almeida** vow that no IT problem is too tough for them to untangle.*

"Solution management" and "problem solving" are just M.B.A.-speak for "putting out fires." In an office such as IDC U.K., where information flow is critical to the success of an organization, most IT fires cannot be allowed to burn for long. And when the alarm sounds, Regional IT Support Manager **Steve Brown** and IT Support Specialist **Colin de Almeida** are at the ready.

Keeping the information systems running smoothly and efficiently is often a case of crisis management, said Brown, who has been with the London-based group for just over a year. "Although we have fairly sophisticated monitoring procedures that allow us to track faults and formulate preventative solutions, unexpected glitches will always occur and must be dealt with quickly."

"Fortunately, we know where most problems stem from — and I'm not going to say users, although you'd be amazed at the number of people who complain that their computers have crashed when they have actually forgotten to plug them in — so we see similar basic problems arising frequently," said de Almeida, a four-year IDC U.K. veteran. "I love the challenges here, but sometimes we have multiple system problems in a short space of time. We pretty much have to take a deep breath and get on with it."

Those system problems range from hardware crashes and viruses to new or updated software that adversely affects PCs. De Almeida did note one easily remedied user-related source of problems: colleagues who attempt to reconfigure their own systems. "The number of problems we have had caused by amateur techies with big ambitions is huge!"

While there are always going to be small-scale support requests such as complaints about mouses sticking or paper jammed in printers, Brown and de Almeida have other, less visible tasks to perform of which the IDC U.K. staff is not necessarily aware. "We are often interacting with the Internet provider to ensure that the office connection is fast and reliable enough to see us through the day," de Almeida said. He also keeps an eye on the servers' disk space and monitors the e-mail queues for bottlenecks — "like the complete contents of a CD attached to an e-mail and sent to 50 people." Brown keeps the office PC's up to date and helps set equipment and services policies and procedures.

Both agreed that the backup process has caused them sleepless nights, the consequences of not backing up the office data system being quite dire. "Sometimes I find myself wondering if I inserted the backup tape before I left," Brown said. "It can be quite a daunting thought if you're not sure, and I've often turned my car around on the way home and gone back to check. It's just far safer not to take risks."

> *"We're like dentists in a way. We get to see people when they are having problems, and we try to give them a fix. Of course, the amount of physical pain involved is often far less."*

Brown said he enjoyed the high level of interaction he has with people throughout the office. "We get to know everyone because we service more than 100 people here. We're like dentists in a way. We get to see people when they are having problems, and we try to give them a fix. Of course, the amount of physical pain involved is often far less."

Working with IT analysts forces them to keep abreast of new technologies and system developments. "In other companies the IT support staff may be revered as having the highest technical know-how," Brown said, "but here the lines are far more closely drawn. It would be almost impossible to fool anyone here with gobbledegook and long words because they know them all." WU

noteworthy people

Weglage

Martino

Promotions

Sean Weglage has been promoted from *Network World* senior district manager to regional manager for the northern California territory. "Sean has been working out of the West Coast office for a little over two years and has done an outstanding job building his territory and gaining over 62% market share," said *Network World* Associate Publisher **Carol Lasker**. "He is a real team player, selling jointly with other IDG publications." Prior to joining the West Coast sales team Sean was selling Marketplace advertising for *Network World* and "was a superstar there as well," Lasker noted.

Also at *Network World*, **Becky Randell** has been promoted from district manager to senior district manager. "Becky has worked very hard at building her Southern California territory for more than six years," said Associate Publisher Carol Lasker, who added that Becky has been instrumental in helping to build large customers like Gateway and Toshiba. "She has been an asset to our team and has earned her well-deserved promotion."

Eric Danetz, previously *Network World* senior district manager is now regional manager for the Midwest/Maryland territory. "Eric has done a great job with blue chip clients like AT&T, Avaya, Gateway, Dell and Sun," noted Associate Publisher Carol Lasker. "He's in a very select group of sales people who finished with more ad pages in FY02 than FY01 and increased market share YTD 14% — an incredible feat in these tough economic times."

Canio Martino, previously circulation and marketing director at *CIO* in Germany, has been promoted to publisher and will head up the new CIO Germany publishing division. Launched last October, *CIO Germany* has been published by the *Computerwoche* team to date. According to Computerwoche Verlag Managing Director **Ralph Peter Rauchfuss** this move recognizes the importance of *CIO* in the further development of the publishing group and places *CIO* alongside sister publications *Computerwoche*, *ComputerPartner* and *NetworkWorld* as a core product. Of Canio, Rauchfuss commented, "I have been very much impressed by his strong skills and believe that he will lead *CIO* magazine to a top rank in the German media market." Martino joined *CIO* in April 2001.

New employees

Kaila Bongiovanni joins InfoWorld as marketing manager. Previosly she did contract work with both CNet and TechTV. She holds a B.S. in business from San Francisco State University and completed a professional training program in graphic design at the University of California/Santa Cruz. She enjoys practicing yoga, hiking and mountain biking.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC Benelux analyst volunteers and fundraises for HOPE worldwide

Breedveld

IDC Benelux Senior Analyst/Software **Paula Breedveld** ran the annual 16K (10-mile) Amsterdam to Zaandam ("Dam to dam") race last month for the fifth time to raise money for a favorite charity.

HOPE worldwide (www.hopeww.com) serves disadvantaged children and the elderly, providing educational and medical services. Breedveld raised 170 euros (US$165) this year for the organization, of which 100 euros were from IDC colleagues. Ever since she did her first HOPE fundraiser, running has become one of Breedveld's favorite sports. This year Senior Analyst/Wireless LAN and Enterprise Networks **Evelien Wiggers** ran the race with her for fun.

Among other activities, HOPE worldwide Holland arranges for volunteers to spend time with elderly residents in two nursing homes in the Amsterdam area. During the past several years Breedveld has helped entertain residents through musical performances, parties and other special events. This year she has been visiting residents with dementia. Breedveld says she cherishes the relationships she's built at the nursing home.

"It's made me grateful for all the time and freedom I have, and I feel more than willing to help my friends make the best of the remaining years they have ahead of them," she said.

For more information contact Paula Breedveld at pbreedveld@idcresearch.nl.

Coming up

European IT Banking Forum
Nov. 11-12
Milan, Italy
www.idc.com/events

BioITWorld Conference & Expo
Nov. 12-14
San Diego Convention Center
San Diego, Calif.
www.bioitworldexpo.com

Vietnam Hi-Tech Fair
An IDG World Expo Asia event
Nov. 12-15
Vietnam Exhibition and Fair Centre
Hanoi, Vietnam
www.idgvietnam.com/hitechfair2002

IDC IT Spending Outlook: Targeting Vertical Industries to Gain Market Share
Nov. 14
Santa Clara Marriott
Santa Clara, Calif.
www.idc.com/events

Storage Networking World Tokyo
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

Security Tech Update
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13

Ann Nickinello *Network World*

Ginny Pohlman *IDG Global Solutions*

Pohlman

12

Dan Gentile *Network World*

Donna Kent *IDG Recruitment Solutions*

11

Yumiko Ohshima *IDG Japan*

Stephen Hendrick *IDC*

Robert van der Veldt *IDG Netherlands*

9

Sean Weglage *Network World*

Agnieszka Potocka *IDG Poland*

8

Mary Kaye Newton *Network World*

Sharon Stearns *Network World*

Edward Porter *IDG New Zealand*

Marcel Schaper *IDG Netherlands*

Stearns

7

Mary Scanlon *Computerworld*

5

Jill Keaveney *Network World*

John Dooley *Network World*

Suzanne Gaspar *Network World*

Brian McDonough *IDC*

4

Deni Ahnstedt *Network World*

Sheryl Hodge *Network World*

Mark Anderson *Network World*

Kristin Cianci *Network World*

Eric Danetz *Network World*

Lara Greenberg *Network World*

Patrick Linders *IDG Netherlands*

Ellen Morey *CXO Media*

3

Elizabeth Price *Network World*

Robbin Ooijevaar *IDG Netherlands*

2

Toni Kistner *Network World*

Gracie Vela *Network World*

Lynn Mueting *GamePro*

Rosanne Commisso *IDC Australia*

Teresa Machado *IDC*

Pauline Saponaro *IDC*

Linda Goldrick *IDC*

Tino Perez *IDG Netherlands*

1

Daphne Tan *IDC Singapore*

Alan Bergstein *Bio-IT World*

Rogier Voet *IDG Netherlands*

Nancy Carolus *IDG Netherlands*

Jolanda ten Ham *IDG Netherlands*

Stef Ursem *IDG Netherlands*

Bergstein

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Netherlands

continued from page1

"This is one of the biggest advantages of our new agreement," said IDG Netherlands Managing Director **Raimon Gort**. "Because we have a paid circulation base from day one, this deal will enable us to launch new titles risk-free. New consumers are coming into the computer arena who are not interested in the PC in and of itself but are using it as an enabler to send e-mails, work with digital photos and other functions. It's very important to serve that growing market segment as well."

COMPUTER! TOTAAL
7 BETAALBARE ALL-IN-ONES
Office
300% SNELLER!

TIPS&TRUCS
Schiet maar raak!
Panorama plaatjes
Aftiteling
XP kan leuker!
Pc snel op slot
XBOX
Let op uw knip!

INTERNET TIPS&TRUCS
BREEDBAND INTERNET
Van aanvraag tot thuisnetwerk!
Win deze S-box router!
ADSL- en kabelhulpjes
Knooppunt internet
Veilig achter de firewall!
Internet op al uw pc's

Gort noted that in addition to *Computer!Totaal*'s exceptional editorial team, the HCC alliance played a significant role in helping the publication gain a critical mass of readers early on and establishing itself as the market leader by far.

The two companies have mutually benefited over the years, with HCC's members now at 183,000. *Computer!Totaal*'s total paid circ is 213,000, and VNU's *ComputerIdee* is No. 2 at 168,000. Gort hopes that the new deal will enable *Tips & Trucs* and *Internet Tips & Trucs* to similarly increase their circulation. IDG Netherlands projects that *Tips & Trucs*, which focuses on helping people to work more efficiently and easily on their PCs, could boost its current paid circulation of 88,000 to 130,000.

Previous contracts required HCC to pay IDG Netherlands a monthly fee to produce, market, sell and ship *Computer!Totaal* to its members; however, the payment was not sufficient to cover all of IDG's out-of-pocket costs. Under the terms of the new deal, HCC's monthly payment for any IDG titles chosen by members more than covers the cost, and HCC's contribution will also rise by 5% annually.

With offices in Amsterdam, Haarlem and Houten, HCC's member services include free admission to HCC-Fair, the biggest consumer IT show in the Netherlands.

For more details contact Raimon Gort at rgort@idg.nl.

off line for fun

dithering feathering tweening ripper wavelet PKZIP tar

Define IT

CXO Media's **Robert Reagan** submitted this month's winning wacky definition for "bubblesort":

"When you get to Tina's cube (the CXO candy lady) and you don't know what kind of gum you want, you pick up the bowl and kind of swish it around until the flavor you want comes up to the top."

Reagan will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

guard time

Send your entries to world_update@idg.com by **Nov. 26**.

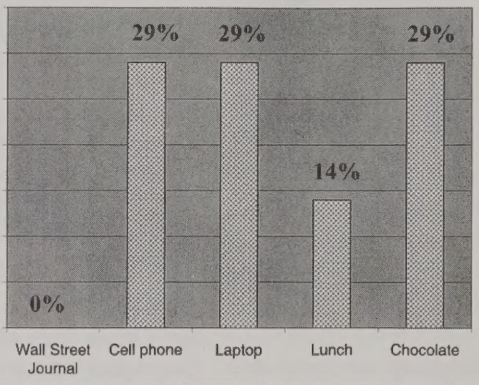
scatternet bloatware link farming choke packet vortal bubblesort

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

DoCoMo bump mapping Web clipping memory effect

Question of the week

Last week's respondents to the question "What do you need most during the work day?" certainly don't underestimate the importance of sweets.



Go to IDG World Update Online (www.idgworldupdate.com) to vote on "What do you usually do with pop-up ads?" The choices: "Ignore them," "Read them," "Curse them" or "Don't see them thanks to installed software."

Here's some haiku. Can you?

When there's a computer problem, the language being spoken in the vicinity might sound more like *)%#@*!& rather than fluid poetry. But what if we could be eloquent during those moments? Longtime readers of *World Update* might remember a haiku contest we ran inviting employees to send in their own IT-focused verses. Here's your chance to do just that in 2002, and we've provided a few samples (source unknown) for entertainment and inspiration. Sticking close to the 5-7-5 syllables per line format is recommended. An IDG lunchbag goes to all the winners published in an upcoming issue. Send in your haiku to world_update@idg.com by Nov. 26.

A file that big?
It might be very useful.
But now it is gone.

The Web site you seek
cannot be located but
endless others exist.

Chaos reigns within.
Reflect, repent and reboot.
Order shall return.

ABORTED effort:
Close all that you have.
You ask far too much.

First snow, then silence.
This thousand dollar screen
dies so beautifully.

Stay the patient course
Of little worth is your ire
The network is down

A crash reduces
your expensive computer
to a simple stone.

Yesterday it worked.
Today it is not working.
Windows is like that.

Three things are certain:
Death, taxes, and lost data.
Guess which has occurred.

The Tao that is seen
Is not the true Tao, until
You bring fresh toner.

Having been erased,
The document you're seeking
Must now be retyped.

Out of memory.
We wish to hold the whole sky,
But we never will.

Rather than a beep
Or a rude error message,
These words: "File not found."

Serious error.
All shortcuts have disappeared.
Screen. Mind. Both are blank.

With searching comes loss
and the presence of absence:
"My Novel" not found.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Terry Cummings *IDC U.K.*
Bianca Tan *IDC Benelux*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

4 NOVEMBER 2002
VOLUME 32, NUMBER 37

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Annual invitation-only event strengthens IDC's ties to top clients

***Fred Wong**, IDC managing director, Greater China, speaks to attendees about emerging opportunites in the region.*

Nearly 90 of IDC's largest clients from around the world turned out Oct. 14-16 in Rancho Mirage, Calif., for IDC's Global Research Advisory Council (GRAC) – an annual invitation-only VIP client event that serves to maintain strong lines of communication and strengthen relationships between IDC and its key customers.

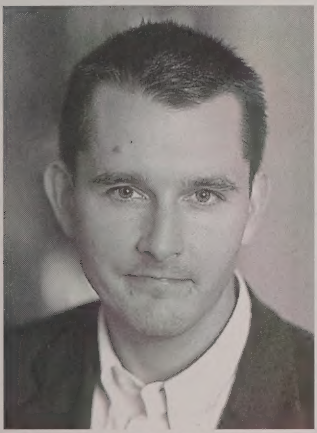
The main objectives of the Global Research Advisory Council, now in its 11th year, are twofold, according to **Sandra Kowalski**, director of corporate marketing and program manager for the Global Research Advisory Council. GRAC gives IDC's largest clients the opportunity to provide input regarding the types of market intelligence and customer service that best meets the needs of their organizations, and it gives us a chance to educate clients regarding IDC strategy and important initiatives for the coming year," she said.

IDC's worldwide sales organization is responsible for identifying the clients — all of whom are considered key influencers in the IDC purchase decision — who are invited to attend the two-day meeting. This year a record 30% of attendees were from outside of the U.S.

The agenda, which is the result of much collaboration among the various IDC research organizations around the world, featured a mix of analyst presentations, panel discussions, industry breakout discussions and one-on-one meetings between clients and analysts. "The key to delivering this program was working closely with the various audiences, including clients who attended last year's event, our global sales organization, and our regional research leaders," Kowalski said. "Their feedback was essential to developing the content and format that made this a truly global event and ultimate success." This year's GRAC discussions focused on strategy and new initiatives at IDC, IDC's Global IT Market Forecast, the research plans of each major research group, and the company's vision for

continued on page 5

Biotech Denmark special issue has staying power as effective marketing tool



*Biotech Denmark Editor-in-chief **Arne Steinmark** says special issues like the one requested by The Confederation of Danish Industries are a great way to market a publication's abilities by showing what it can do as opposed to telling that story in an advertisement.*

The staff of *Biotech Denmark* has found that a high-quality special issue can bring substantial benefits to a business unit long after the event for which it was originally done has passed.

The Confederation of Danish Industries (CDI) recently asked *Biotech Denmark* to do a special English-language edition of the publication in connection with a European Union-sponsored conference on life sciences and biotechnology. The conference was held in Copenhagen last month for 300 top European decision makers from government, business and academia. CDI's goal was to showcase the maturity of Denmark's bio-business sector and, as an older and more traditional trade association, wanted *Biotech Denmark* there to add a high-tech element to CDI's image. *Biotech Denmark* — both the special issue and the monthly Danish issue — was the only publication featured at the event, with issues on tables and newsstands in the entryway to the conference hall.

BiotechDenmark
Lab animals:
Strategy & security
Regions bet on a biotech future
Just say no – coping with investors' terms
Slim pickings for GMO-researchers
BiotechDenmark
Mus og mænd

Staff at Biotech Denmark produced the special magazine-size issue (left) for attendees at a life sciences conference in Copenhagen. They edited and translated into English articles from the first two issues of the regular, tabloid-size publication (right). Ads were sold to companies eager to get their message to such a high-profile audience.

continued on page 6

IDG News Service's Image Bank takes in more deposits

Rapidly growing collection of photos available for use by IDG units worldwide

The IDG News Service Image Bank (www.idgns.com) contains a rapidly growing — and more diversified than ever — collection of photos, graphics, product shots and screen shots that are available for IDG publications and Web sites worldwide.

An average of 10 new images are uploaded daily, in contrast to the one or two images that have appeared weekly in recent years. Most of these images have appeared in a variety of IDG publications or have been taken or acquired by News Service correspondents.

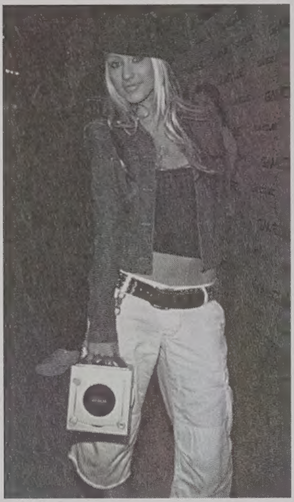
The News Service's home page features a Photo of the Day, a concept suggested by IDGNS Tokyo Correspondent and frequent photo contributor **Martyn Williams**, which links to the featured photo's story. A handy calendar allows users to search which photos appeared by date in 2002, and a wider "search images" section goes back to the Image Bank's April 1998 debut. Photos can be searched by subject, and thumbnails of the photos appear with the results.

Publication staff voluntarily provide images to Boston-based IDG News Service Graphics Editor **Michelle Maher**, who welcomes more material from any IDG publication. She fields requests from every corner of the world, with publications in Canada, the U.K., India, Russia and Sweden among her most regular correspondents.

Most images are of high enough resolution to be used in both print and online publications. If an editor sees a photo in the Image Bank that isn't large enough for print, Maher is usually able to track down a high-res version.

Maher also provides additional photo research servies. If, for instance, someone from *Computerworld New Zealand* wants to use a photo of an IT executive that appeared in *Computerworld* U.S. but can't because IDG doesn't have international rights to the photo, Maher can request a photo directly from the executive's company and add it to the Image Bank. She also can track down IDG editors' photos to accompany stories that are reprinted in another IDG publication abroad.

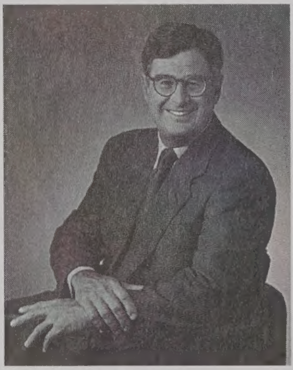
For more information, contact Michelle Maher at michelle_maher@idg.com. WU



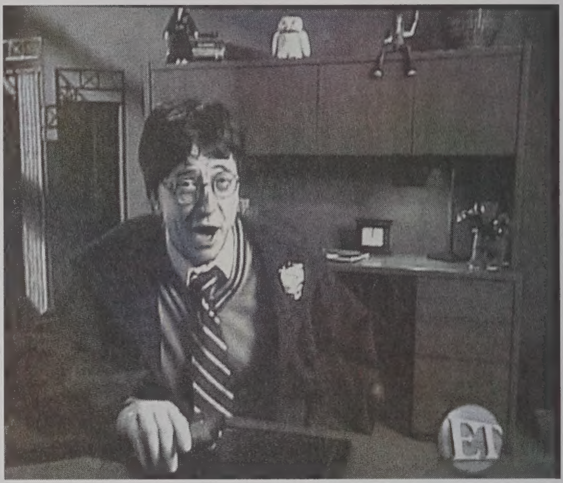
Christina Aguilera and her limited edition platinum Gamecube was the Photo of the Day from Oct. 28. (Source: Nintendo)

LUMIX パナソニック デジタルカメラ「DMC-FZ1」
(2002年10月 松下電器)

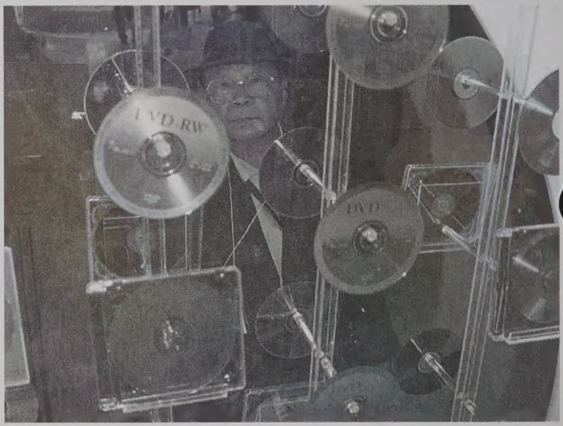
Product shots comprise part of the Image Bank.



The Image Bank stocks an ample supply of IT executive portraits, including this one of IBM CEO Sam Palmisano.



PC Advisor found this photo from a Microsoft video depicting Bill Gates as Harry Potter.

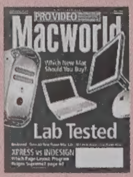


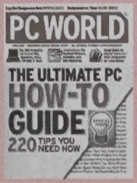
MARTYN WILLIAMS

IDG News Service Tokyo Correspondent took this shot at World PC Expo in Tokyo last month.

Employee discounts available for *PC World, Macworld, GamePro*

'Tis the season – almost. In time for the holidays, IDG employees can give the gift of *PC World, Macworld* and *GamePro* to anyone on their shopping list (or themselves). These low rates are exclusive to IDG employees only.





Anyone who wants to be more tech-savvy can get one year of *PC World* for $12.00 — $1 an issue. Order online at www.pcworld.com/employeegift.

Mac enthusiasts can give 12 issues of *Macworld* for $12.00 per year — $1 an issue. Order online at: www.macworld.com/idg_gift.

Twelve issues of *GamePro*, covering the PS2, GameCube, Xbox, PlayStation, Game Boy Advance, PC, online, can be yours – or your child's — for only $8.97. Order online at www.gamepro.com/idgoffer.

executive Q and A

Evilee Thibeault
The CEO and publisher of Network World, Inc. is this week's columnist. She may be reached at et@nwww.com.

Q Do you see light at the end of the tunnel?

A Of course! The tech economy will get better, the bigger questions are when and how much and managing our expectations and our businesses accordingly. I tend to follow **John Gantz**' [IDC chief research officer] philosophy on tech market cycles. If you think back on PCs, networks, the Internet, typically a new technology creates a speculative bubble and tons of hype. Ultimately reality strikes triggering a temporary slowdown and then longer term exploitation sets in with lots of innovation, which leads to a new technology and so on. While we are clearly at the bottom of the speculative Internet bubble, this technology holds tremendous promise for the industry and the world and when recovery hits, it should be sustained. Nobody is networking less, in fact, they are networking more as the need for information at your fingertips extends out of your office and your home and into your PDA, cars, wristwatches, and we can only imagine as to what will follow.

Things will get better, and they already are. Let's look at the once-in-a-career opportunity that has been handed to all of us during this downturn and make sure we are well positioned for the eventual upturn. As for constantly looking for the light at the end of the tunnel, some say it is light; some say it is a speeding train coming your way. I think if you look at it too long you go blind and miss all the opportunities right in front of your eyes.

Q What are some of the key strategic lessons you've learned about running a company during the course of the past nearly two years?

A Strategically, in every downturn there are many opportunities. Look for ways to bolster your position by not cutting the product or audience quality and by keeping talented feet on the street funded to conduct business. These opportunities are great especially if your publicly held competitors are reeling. Because of the combination of economic and other factors that brings us to this moment, there is no playbook for how to proceed and that can be great news if you have the stomach for it. Many people will tell you what to do, and some will claim they are experts. If they have not led or managed in a tech media company through the past two years, they have no clue. Trust your gut. A downtime is a perfect time to execute your offense flawlessly as there is a good chance your competitors will be caught off guard unable to muster a defense let alone an offense.

Q What is your philosophy about the role of communication in a company?

A It's easy in good times and challenging in bad times, but honest communications with everyone in the company is essential all the time. If everyone knows what is going on, there are no surprises and everyone is quick to come up with revenue-generating ideas based on customer need and expense savings ideas that are transparent to most. We have company meetings every month as absolutely nothing is more important to the success and morale of a company than everyone being on the same hymn sheet.

Q How do you keep employees motivated, creative and upbeat during such grim times?

A Open, honest, regular communications as indicated above and always taking the time to recognize achievements in the company. Even in tough times, there is plenty of success to reward. We have monthly superstar awards, quarterly people's choice awards and most of our departments have individual awards to recognize success. As a general rule, you also tend to get back the same attitude you put out there. So when the market dips or you have to cut expenses, deal with it, process it and move along. There are bigger mountains to climb and that is where the energy needs to go.

Q Network World has enjoyed some success relative to the market in the past two years. What factors contributed to this success?

A It is a very simple formula: we constantly evolve but always stick to our mission of being The Leader in Network Knowledge. While some of our competitors have been paralyzed by market conditions they cannot control, our team only sees opportunity. We have resisted the temptation to lessen the quality of our products and audiences. We understand that in a downtime having the most talented editorial and sales teams out in the industry is money well spent because the competitive noise is so low. We innovate by listening to our customers and find ways to best solve their problems. We respect our team and realize that we are nowhere without them and therefore communicate as much as possible. We realize that we get by with a little help from our friends and enjoy working with our IDG counterparts whether at IDC, the other media companies or IDG Global Solutions.

> *"As for constantly looking for the light at the end of the tunnel, some say it is light; some say it is a speeding train coming your way. I think if you look at it too long you go blind and miss all the opportunities right in front of your eyes."*

InfoWorld 100 feature builds reader, advertiser involvement

With *InfoWorld's* online division playing a larger role, the eighth InfoWorld 100, a reader-driven feature that highlights the top 100 end-user IT projects of the past year, drew more submissions than ever before. In June, the San Francisco-based weekly began teasing the call for nominations from its Web site's home page (www.infoworld.com), which directed readers to a page dedicated to the nomination specifications. All entries were submitted online. Chosen by *IW's* senior editorial team, the honorees will run in the Nov. 4 issue.

Members of the InfoWorld editorial department who assisted with the project included: (front row, l-r): ***Alec Wagner****, deputy managing editor;* ***Clary Alward****, copy editor;* ***Kathy Badertscher****, managing editor;* ***Ted Samson****, associate editor. Back row:* ***Stephanie Sanborn****, assistant features editor;* ***Nancy Suess****, features art editor;* ***Leslie O'Neill****, editor, special projects.*

"The InfoWorld 100 is one of the few awards opportunities we have that allow readers to submit nominations, and it gives us a chance to highlight the superlative, real-world projects happening in IT," said **Leslie O'Neill**, editor, Special Projects. "It lets us share with readers the innovative ways that their peers are using emerging technologies, such as grid computing and Web services, to solve business problems."

IW readers were asked to fill out an extensive nomination form describing any single end-user solution devised and implemented (although not necessarily built in-house) between October 2001 and October 2002 by a company to solve a business problem. Many of the winning projects were enterprise resource planning, enterprise application integration, and portal solutions. Readers could nominate their own company or one of their clients.

After reviewing the several hundred entries, *InfoWorld* Editor **Kate McLucas**, Test Center Director **Steve Gillmor**, News Editor **Mark Jones**, Assistant Features Editor **Stephanie Sanborn** and O'Neill determined the 100 winners, looking for the most innovative solutions to business problems that use new and emerging technologies.

The online division will continue its role in the project as the *InfoWorld* site will run the full project descriptions of each of the 100 winners. Online, the top 50 honorees' descriptions will be expanded from the print version. The online edition also features a search function, linked related *InfoWorld* stories, and a list of winners grouped by industry.

While *InfoWorld's* editorial department gathered nominations, voted on the winners, created layouts and wrote the copy for the awards issue, the marketing department will present the winners with a certificate and an award graphic for use in their own marketing promotions; the top three winners will receive a trophy.

"From a sales development standpoint, we alert our sales reps to their wins, and the sales team follows up the day the features are announced," said **John Richards**, senior marketing specialist. "This builds a strong connection on multiple fronts."

"Readers always seem to enjoy the InfoWorld 100, but, of course, there's always disagreement with our choices. However, the ones who win are invariably really, really happy," O'Neill said. WU

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, vice president, corporate controller and treasurer; Jayne Enos, vice president, corporate taxes; and Julie Lynch, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office, President's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,
IDG World Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by November 22, 2002.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________________

Title: ____

Department: ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: _____________________________ Date: __________

Title: ____

ALL nominations must be submitted by November 22, 2002. Send nominations to Lucy Sheehan, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDG

November 4, 2002

Washington Correspondent (NEW)
IDG's daily, international news service seeks an experienced, high-energy journalist to cover the technology policy, legal and regulatory issues from our Washington, D.C., news bureau. Wide-ranging responsibilities include covering congressional hearings, government agency news, court proceedings, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely global perspectives. Occasional travel will be required. The ideal candidate has a broad understanding of the IT industry, as well as an impeccable command of AP-style news writing and editing, yet the journalistic range to produce WSJ-quality analytical features. He/she is also a technology generalist who is comfortable covering the entire IT spectrum -- from handheld computers to mainframe systems and from wireless LANs to global communications networks. Strong computer skills and experience using a notebook PC in a remote computing are also a plus. ***Location: Washington DC***
Contact: E. Heichler, Phone: 617-239-7816, Email: elizabeth_heichler@idg.com

Senior Event Planner (NWW)
Network World's seminar and events team is seeking a Senior Event Planner. We are looking for a creative professional with 5+ years proven experience planning meetings and managing multiple types of projects including one day events and executive conferences. Responsibilities include site selection, food and beverage management, event planning, registration, event logistics, budget tracking and planning, and onsite management. Minimum requirements include Bachelor's degree or equivalent work experience and 5+ years experience planning meetings and events. CME experience and/or CMP certification is preferred. Candidate must be able to travel 60 - 70%, including occasional weekends.
Location: Southborough – MA,
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Sr. Production Coordinator (NWW)
The Sr. Production Coordinator will be responsible for the preflighting and trafficking of all incoming ROP and Direct Response advertising for the weekly publication and collateral inserts. This position requires an extensive knowledge of both the Mac and PC operating systems and their respective hardware/software components. Essential software programs include Quark, Illustrator, Photoshop, Acrobat/Acrobat Distiller, and RIP Software, as well as a thorough knowledge of Microsoft Excel. A basic understanding of other design/web related software packages would be beneficial. The ideal candidate must have a thorough understanding of computer to plate technology with respect to both sides of the printing/publishing industries. HTML, VB Script and /or Apple Script a plus. Strong organization and communication skills are a must. ***Location: Southborough – MA***
Contact: E. Price, Fax: 508-490-6454, Email: hotjobs@nww.com

Ad Traffic Coordinator (PCW)
PC World is looking for an organized, detail-oriented Ad Traffic Coordinator to join its Production team. Candidates should have 2 to 4 years of experience trafficking magazine advertising film and digital files, and must have experience with Word, Excel, Quark Express and both Mac and PC operating platforms. Ideal candidates will be familiar with prepress and printing, have strong customer service skills, and be able to work under tight deadlines.
Location: San Francisco – CA
Contact: N. Jonathans, Fax: 415-974-7402, Phone: 415-267-1716, Email: nancy_jonathans@pcworld.com

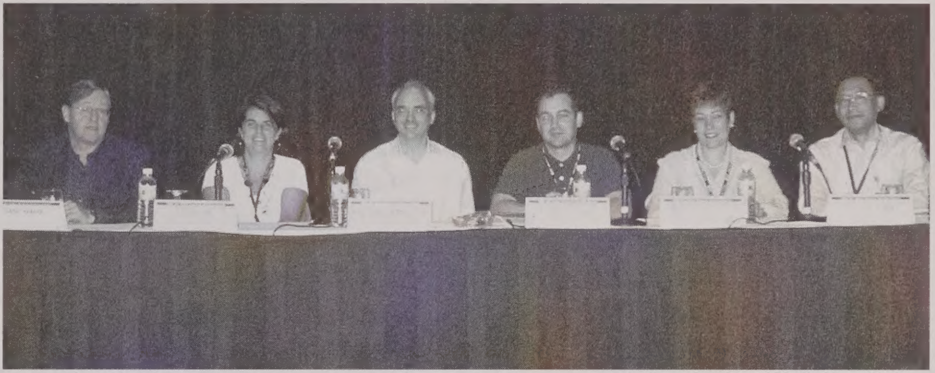
Go to http://careers.idg.com to view all current job opportunities at IDG

IDC GRAC

continued from page 1

emerging opportunities.

Very popular this year were IDC's vendor and user panels in which clients discussed best practices for using IDC market intelligence, "Clients like to learn about innovative ways of working with IDC," Kowalski said.



Panelists in the One Destination, Many Paths discussion included (l-r): ***John Gantz**, **Luisa Bordoni**, **Philippe de Marcillac**, **Steven Frantzen**, **Monique Gibelli*** *and* ***Junichi Saeki***.

Also highly rated by clients was a panel discussion called One Destination, Many Paths, in which representatives from IDC's regional offices discussed the future of the economy in their respective regions along with major trends in wireless, integration and outsourcing, deregulation and government policy, security, services and storage consolidation. The panel was moderated by **John Gantz** and featured regional IDC representatives, including **Monique Gibelli**, vice president, Research and Consulting, Latin America; **Luisa Bordoni**, vice president, research, EMEA (Europe, Middle East, and Africa); **Steven Frantzen**, group vice president, CEMA (Central Europe, Middle East, and Africa); **Junichi Saeki**, vice president, Research, IDC Japan; and **Philippe de Marcillac**, senior vice president, International Business. Typical of attendee feedback on this session was this comment: "Good overview of the global perspective. I need this type of international outlook."

A second presentation – Emerging Opportunities in China – generated similar feedback. "I think one of IDC's greatest strengths is the international presence," said one attendee who encouraged more region-specific breakout sessions.

Attendees are encouraged to share their thoughts and concerns regarding the market intelligence needs of their companies. "IDC is committed to investing in the resources needed to provide our clients with a complete market intelligence solution," said IDC President & CEO **Kirk Campbell**. "Every year we make improvements to our products and services based on client feedback at this meeting."

Action items taken from last year's meeting included developing a "worst-case" market forecast scenario for the IT industry and investigating ways to improve IDC's frequency and timeliness for market intelligence. On Dec. 11, 2001, IDC held a special telebriefing titled "A Worst Case Scenario for the IT Industry after September 11." IDC also increased the number of documents published in the first half of 2002 by 120% over the number of documents published during the same time during the previous year.

***D.H. Oh**, general manager of IDC Korea, and **Philippe de Marcillac** teamed up for the client golf tournament.*

Based on the feedback it received from customers at last year's meeting, IDC once again provided clients an opportunity to speak one-on-one or in company groups with an IDC analyst on a topic of interest. The agenda included 45 15-minute time slots for this activity. Additionally the meeting featured ample time for clients to meet and network with peers and share perspectives on research requirements and best practices.

"The annual GRAC strengthens the relationship with our clients by reaffirming our commitment to responsiveness and client-company interaction," said **Don Best**, senior vice president, Worldwide Sales. "Clients appreciate having a voice and applaud our willingness not only to listen but to act on their feedback. By allowing clients to share their experiences with us, we gain a better understanding of what we need to do to stay closer to the customer and improve IDC's global sales approach."

For more information, contact Sandra Kowalski at skowalski@idc.com. WU

Customers honor analysts for superior service

Munroe

In keeping with the spirit of the GRAC, attendees are asked to cast their votes for IDC's Analyst of the Year. **Courtney Munroe**, vice president, Telecom and IP Services, and **Amy Mizoras**, program manager, AppSourcing and Software Business Models Research, shared the honors. Selection criteria is based on market knowledge and superior customer service.

Mizoras

noteworthy people

New employees

Previously senior account manager at IT Convergence, **Steven Kempton** is now an account executive with IDC West in Mountain View, Calif. He holds a B.S. in communications with a minor in business from Ohio University and enjoys all sports and reading.

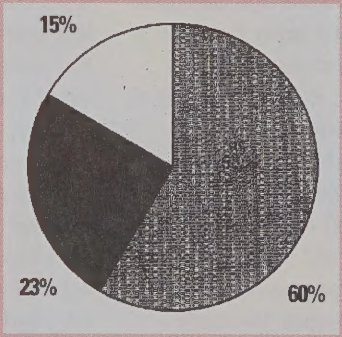
Returning employees

Ken Wilson rejoins IDC Framingham's Global Enterprise Advisory group as senior account manager handling emerging major accounts. He was previously senior account manager with Agea and business development manager with Netpliance. Ken originally joined IDC Texas in Austin in February 2001 as a senior account executive. He graduated from St. Xavier College in Chicago with a B.A. in graphic design. A former stand-up comedian, he also studied at Second City. He enjoys jazz and spending time with his 18-month-old son Tyler.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week

If IDG employees are a representative group, AOL's recent decision to abandon pop-up ads is a step in the right direction.



Not one employee responding to the question "What do you usually do with pop-up ads?" actually reads them. More than 60% say they ignore them, with another 23% going so far as to curse them! A fortunate 15% say they never see them thanks to a software fix.

Be sure to visit www.idgworldupdate.com and answer this week's question: If, like the characters in the Wizard of Oz, you could choose one, which would you take? A heart, courage or a brain?

Prefer PDFs? Get your issue of *IDG World Update* by e-mail

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

If you would like to have the "This Week in IDG World Update" headlines and a link to www.idgworldupdate.com e-mailed to you every Monday, send an e-mail to world_update@idg.com with your name, title, business unit and e-mail address in the text field.

Biotech Denmark

continued from page 1

While there was no monetary deal with CDI, the prestige of participating at an important life sciences event and developing a polished marketing piece with long-term usefulness before an international audience doubly benefited *Biotech Denmark*, said Editor-in-chief **Arne Steinmark**.

Biotech Denmark editors chose eight articles from the first two issues, edited them down to a short form and fine-tuned them for the special audience, translated them into English and published them in a 16-page glossy magazine. Normally, *Biotech Denmark* is a tabloid that includes lengthy, detailed technical articles as well as short news pieces. Three ad pages (two life sciences companies and PriceWaterhouseCoopers) sold quickly even though the price was set very high compared to local standards, as advertisers felt it was a "golden opportunity" to be seen before such a small yet high-profile audience, said Steinmark.

> *Since ad revenue more than covered production costs Biotech Denmark was able to print 4,000 copies and now has an economical marketing piece to promote the business unit to an international audience.*

Ads were sold based on distributing 300 issues to the conference attendees, but since ad revenue more than covered production costs *Biotech Denmark* was able to print 4,000 copies and now has an economical marketing piece to promote the business unit to an international audience. "Each time we notice an international biotech-related conference within our area — and you would be surprised how many there are — we can offer our publication free to attendees," Steinmark said, noting that the British embassy just asked them to be the only media at a biotech conference it is hosting. "Two other Danish business development organizations have expressed interest in using the publication to promote the region, and it will likely be found soon at select Danish embassies around the world. We hope this can lead to contacts for subscriptions or advertisers." Should more issues be needed, those organizations will cover production costs.

Steinmark said even without advertising, special issues have an inherent advantage over other forms of promoting a publication. "I believe special issues are a very honest way of marketing in the knowledge industry, as you show what you can do instead of telling it [through buying ads in other publications]. You really are able to disclose the quality of your product."

Launched in September as a controlled-circulation title, *Biotech Denmark* reaches an audience of 12,000 and has more than 1,000 paid subscribers.

For more information contact Arne Steinmark at a.steinmark@idg.dk.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20

Miguel Hermosell *IDG Spain*
Preben Engell *IDG Denmark*

18

Jose Villacorta *IDG Spain*

17

Edman

Jeff Edman *PC World*
Isabel Campo *IDG Spain*
Lene Sekjær *IDG Denmark*

16

Jose Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

14

Jayne Enos *IDG*

13

Yoshitomo Fukuda *IDG Japan*

12

Cornelia Krämer *IDG Germany*
Natacha Parron *IDG Spain*
Tatiana Hinova *IDG Bulgaria*

11

Shong

Johan Egging *IDG Netherlands*
Hugo Shong *IDG Asia*
Jolanta Szot *IDG Poland*

10

Catarina Santos *IDG Brazil*
Joachim Hackmann *IDG Germany*
Søren Adelkvist *IDG Denmark*

9

Robin Azar *Network World*
Richard Heiman *IDC*
Grace Wong *IDC Singapore*
Selinna Chin *IDC Malaysia*

8

Karoly Viosz *IDG Hungary*
Sabine Mayer *IDG Germany*

7

Thomas Gunni Pedersen *IDG Denmark*
Hans Jørgen Christiansen *IDG Denmark*
Ricardo Luiz Sampaio *IDC Brazil*
Lynda Hewlett *IDC U.K.*

6

Annemarie Lootsma *IDG Netherlands*
Wolfgang Schlichting *IDC*
Mario Morales *IDC*
Marcello Tenerelli *IDG Brazil*
Takanobu Urayama *IDG Japan*
Karsten Maxem *IDG Germany*
Alan Freedman *IDC Canada*
Slawomir Kosielinski *IDG Poland*
Minna Schmidt *IT World Canada*
Yvette Joplin *PC World*

5

Jacqueline Dendievel *IDG*
Cynthia Reed *IDG*
Ifeyinwa Orakwue *IDG*
Junko Yairi *IDC Japan*
Ivair Antônio Rodrigues *IDC Brazil*
Matt Rigney *IDG Australia*

4

Marcel Roozeboom *IDG Netherlands*
Amy Kelley *IDC*
Michael Cole *IDC*
Marzena Fiok *IDG Germany*
Christian Töpfer *IDG Germany*
Antje Bütow *IDG Germany*
Anders Ovesen *IDG Denmark*
Louise Tine Kurland *IDG Denmark*
Michael Kofoed *IDG Denmark*
John Wessels *IDC Benelux*
Euan Davis *IDC U.K.*
Anders Elbak *IDC Nordic*
Amanda Conroy *IDG Australia*

3

Annelise Fortier *IDG*
Emile Idzenga *IDG Netherlands*
Joost Moerenburg *IDG Netherlands*
TerryAnn Croci *Network World*

Colby

Ryan Colby *IDG World Expo*
Janice Higgins *IDC*
Lisa Fels Echavarria *IDC*
Guido Orlando, Jr. *IDG Brazil*
Jacqueline Bloch *IDG Brazil*
Brian McAvoy *IDG Communications*
Patricia Ignacio *IDG Communications*
Kazutaka Koushu *IDG Japan*
Margaret Ledingham *IDG U.K.*
Geoffrey O'Connor *PC Advisor*
Matthew Samuel *PC Advisor*
Melissa Dragon *IDC Singapore*
Maggie Tan *IDC Malaysia*
Panagiota Herbrand *IDG Germany*
Manfred Aumaier *IDG Germany*
Albert Lauchner *IDG Germany*
Philipp Johnssen *IDG Germany*
Marketa Kderova *IDC CEMA*
Eleanor Davis *IDG Global Solutions U.K.*
Tania Andersen *IDG Denmark*
Kim Elmose *IDG Denmark*
Jesper Møller Rasmussen *IDG Denmark*

Williams

Martyn Williams *IDG News Service*
Christopher Conrath *IT World Canada*
Mette Juul *IDC Nordic*
Heidi Woof *IDG Australia*
Philip Michaels *Mac Publishing*

2

Elly Delemarre *IDG Netherlands*
Edwin Schoemaker *IDG Netherlands*
Jennifer Hinojosa *Network World*
Mary Jane Donnelly *IDC*
Fabio Lima *IDG Brazil*
Diane Ferrucci *Accela Communications*
Danilo Loda *IDG Italy*
Silvia Ponzio *IDG Italy*
Stephanie Wong *IDC Malaysia*
Francis Liu *IDC China*
Hans-Christian Dirscherl *IDG Germany*
Oliver Häußler *IDG Germany*
Alexander Beck *IDG Germany*
Meryln Gibson *IDG New Zealand*
Paul Foster-Nesbit *IDG New Zealand*
Cassie Doherty *IDG New Zealand*
Ilona Stankeova *IDC CEMA*
John Gole *IDC CEMA*
Adham Alkady *IDC Canada*
Greg Ambrose *IDC Canada*
Allan Abildskov *IDG Denmark*
Johan Christensen *IDG Denmark*
Siti Zaidah *Computerworld Singapore*
Kyoko Shoji *IDC Japan*
Bianca Tan *IDC Benelux*
Balbina Hossmann *IDG Switzerland*
Angela Salmeron *IDC U.K.*
Konstantina Pantoulias *IT World Canada*
Anna Bager *IDC Nordic*
Peta Smith *IDG Australia*
Angie Beaudoin *PC World*
Richard Baguley *PC World*

1

Wade Grubbs *InfoWorld*
Sarah Baskin *Accela Communications*
Naomi Keefe *IDC Singapore*
Yu-Hua Jin *IDC China*
I.H. Baik *IDC Korea*
Kerstin Funk *IDG Germany*
Thomas Jank *IDG Germany*
Rüdiger Guzikowski *IDG Germany*
Gábor Márosvari *IDC Hungary*
Steve Brown *IDC U.K.*
Charlotte Thygesen Poulsen *IDC Nordic*
Carla Arend *IDC Nordic*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

IDG Chairman **Pat McGovern** recently treated a group of employees from Computerwoche Verlag and IDG Magazine Verlag to dinner at the Käfer Restaurant in Munich in honor of their 10th anniversaries with IDG.

Uwe Kielmann, publisher of *GameStar* and *GamePro*, joined IDG as an advertising consultant for *PC-WELT*. Originally from a suburb of Hamburg, he has a master's degree in political science, sociology and law. Uwe has a daughter Steffi, age 24. He enjoys swimming, reading and traveling to Italy.

As director of circulation for IDG Magazine Verlag, **Josef Kreitmair** handles newsstand and subscription salesof *PC-WELT*, *Macwelt*, *GameStar* and *GamePro*. Outside the office he enjoys good books, mountain climbing and mountain biking. He vacations in Europe and occasionally the U.S.

Macwelt Editorial Assistant **Iris Müller** worked as an English translator before coming to IDG as an assistant in *PC-WELT*'s advertising department. Aerobics, biking and skiing are some of her interests. She and her husband and son, Thorsten, age 13, enjoy going to their vacation home in the Sauerland region.

Marlene Buschbeck-Idlachemi, *Macwelt*'s vice editor-in-chief, previously worked for an ad agency before joining IDG. She spent her university years studying American culture and the English language. She and her husband Kalid have three daughters, ages 5, 6 and 12, and spend their vacations at a home they own in Morocco.

Previously a nurse before she joined *Computerwoche*, **Jutta Plantenberg** works part-time as an editorial assistant. She and her husband have a son Felix, age 4, and just welcomed new baby, Louis Philippe, three weeks ago. Formerly a competitive swimmer, Jutta's talents extend to cooking and interior design.

Computerwoche Senior Editor **Ludger Schmitz** works on the publication's products and technologies section and has been a key contributor to the 20th and 25th anniversary issues as well as special issues for the Cebit and Systems shows. He joined the company as an editorial trainee in 1987. Ludger enjoys photography, go-cart racing and fast cars.

Associate Publisher **Ute Zirus** joined *Computerwoche* as an ad sales manager. She has a long-standing interest in the history of Italian art, having earned a master's degree in art history. She and her husband are parents of Leonhard, age 2, and enjoy traveling to Italy, Greece and Spain.

(Top, l-r): ***Ludger Schmitz, Iris Müller, Marlene Buschbeck-Idlachemi****. (Front, l-r):* ***Pat McGovern, Ute Zirus, Jutta Plantenberg, Josef Kreitmair, Uwe Kielmann*** *and* ***York von Heimburg****.*

Computerwoche Senior Editor **Jürgen Hill** specializes in access technologies and networking. He recently co-edited the first *Computerwoche* special issue on telecommunications in the liberalized German market. Jürgen enjoys canoeing, sailing, driving his convertible Alfa-Romeo and watching Formula 1 races. He enjoys vacations in the south of France and in the U.S., especially Florida.

In addition to his publishing responsibilities with IDG Magazine Verlag and IDG Entertainment Verlag, General Manager **York von Heimburg** serves as chairman of the board of IDG Global Solutions. He has a master's degree in economics. York and his wife Erika have two sons, Fabian, 14, and Patrick, 11. Outside the office he enjoys tennis, writing business-related books and vacationing in the U.S. and Greece.

Happy Halloween!

WELCOME
TO
Home of
FLYING M

Proving that you are never to old to get in the "spirit "of Halloween CXO Media staff in Framingham, Mass., held their sixth annual costume parade.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Christian Bousquet *IDC*
Liz Gagliardi *IDC*
Tim Horgan *CXO Media*
Svenja Mohn *IDG Germany*
Graham White *CIXO Media*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

11 NOVEMBER 2002
VOLUME 32, NUMBER 38

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC buys financial services research company

Purchase jumpstarts company's expansion into the end-user market

> *"This acquisition is an important building block in IDC's long-term vision to build deep industry technology research knowledge and expertise for end-user companies."*
>
> *-- IDC President & CEO Kirk Campbell*

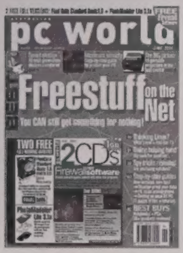
IDC's plan to expand its business into industry advisory research for end users got off to an aggressive start with this month's purchase of Meridien Research, Inc. Located in Newton, Mass., the five-year-old company provides research and advisory services to the financial services industry on the strategic impact of technology.

Schenck

The company, which will relocate to Framingham, Mass., and continue to be known as Meridien on an interim basis, will be owned by IDC but will have its own brand name to be unveiled later this month, according to IDC President & CEO **Kirk Campbell**. **Michon Schenck**, a 20-year veteran of the financial services industry who joined IDC in September, will serve as chief operating officer and managing director of the new company. Meridien founders **Bill Bradway** and **Debbie Williams**, both formerly with Tower Group and recognized research experts in the financial services industry, will join IDC as part of the acquisition along with 17 research and sales employees from Meridien. IDC analysts **Ian Rubin**, **Shaw Lively** and **Aaron McPherson** will also join the group. Schenck will report to IDC Senior Vice President **Dennis Philbin**.

"The decision to purchase Meridien rather than grow the business internally speeds our time to market by 18 to 24 months," said Campbell, acknowledging that IDC had not originally set out to make an acquisition. "We started talking to potential customers about what they would like to see in such an advisory service and received such excellent

continued on page 4



IDG Australia publications top annual readership survey

IDG's publications down under are on top according to the results of Australia's only independent IT readership survey. Local editions of *Computerworld*, *CIO* and *PC World* dominated their respective categories in McNair Research's annual "Readership of IT Publications (Senior IT Executives)." The survey involving *Computerworld* and *CIO* was conducted among 518 senior IT executives in companies of 50 or more employees; the relevant part of the survey that covered *PC World* included 309 respondents identified as senior executives in small and medium enterprises (SME) with between 50 and 499 employees.

Among weekly publications and IT-specific newspaper sections, *Computerworld*'s readership was 53%, substantially ahead of News Corp.'s national daily *The Australian*, whose Tuesday *Australian IT* section was second with a 40% readership. *Computerworld* was also named the best publication for information about new products and services, a distinction

continued on page 5

Five U.S. publications honored for publishing excellence

PC World, *Bio•IT World*, *Computerworld*, *InfoWorld* and *Network World* won top honors at the 2002 Folio: Awards held late last month in conjunction with the 2002 Folio: Show in New York City.

The Folio: Awards comprise two separate awards programs — the Folio: Ozzie Awards, and the Folio: Editorial Excellence Awards. IDG publications were recognized in categories such as best design, new magazine, best media kit design and best use of digital imagery.

"We are honored to be recognized by Folio:'s prestigious Ozzie and Editorial awards," said IDG CEO **Pat Kenealy**. "Capturing more awards than any other technology publisher clearly demonstrates IDG's editorial quality and design excellence."

Now in their 16th year, the Ozzie Awards honor excellence in 14 categories of magazine design covering the consumer, business to business, association and custom segments. *PC World* and *Bio•IT World*

continued on page 5

in brief newsworthy

Eric Ochs to take reins at IDG France following departure of Gerard Adamis

Eric Ochs has been named managing director of IDG France, succeeding **Gérard Adamis** who is leaving to spend more time with his family and to explore other personal opportunities. Ochs will also continue in his current position as managing director of IDC France, a role he has held since 1996, until a successor is named.

Adamis is turning over the leadership of IDG France after 18 years with the company, the past four of which he served as managing director. Responsible for the growth and development of IDG's channel product line, Adamis also served as publisher of *Distributique*. Under his leadership, IDG France developed new Internet initiatives and product launches – most recently, the launch of *CIO*. Today, IDG France produces four technology magazines — *CIO France*, *Distributique*, *Le Monde Informatique* and *Reseaux & Telecoms* — Web sites and three technology events.

His new position represents a homecoming of sorts for Ochs, who joined IDG France in 1994 and served in several management positions, the last as editor of *InfoPC*. In 1995 he was named managing director of IDC France. During his tenure, IDC France achieved significant sales and profitability levels with a leading position in the French IT, telecommunications and Internet markets. Over his six years as managing director, sales have doubled and operating margins have tripled.

"Gérard has played an essential role in IDG's growth, and we are extremely thankful for the 18 years he dedicated to developing our French and European operations," said IDG CEO **Pat Kenealy**. "We are also very proud to promote one of our strongest leaders to succeed Gérard in France, the fifth largest IT economy in the world. Eric made IDC the research leader in the French IT market, and we're glad to have him back on the publishing side of our French company so he can do the same."

Eric Ochs

"Backed with a strong team and a portfolio of established products, I am ready to tackle the challenges and the opportunities that face France's technology media industry," said Ochs. "IDG has been publishing computer magazines and newspapers here since 1981, and our proven ability to navigate past business cycles provides a foundation for IDG's continued leadership in France."

Ochs is optimistic about the future of IDG France. "The rebound in this industry will be strong. Our challenge will be to propose to our customers and readers the best IDG magazine to help them fully exploit the next wave of technology."

In addition to his IDG and IDC responsibilities, Ochs serves as partner and member of the Chairing Committee of the Leonardo Finance Network of Business Angels and is a member of the Investment Committee of Ventech. He is married with two children and holds an M.B.A. in management and marketing from Paris XIII.

Ochs can be reached at eochs@idc.fr.

IDG launches *Hi-Tech Entrepreneur* in China

This month's launch of *Hi-Tech Entrepreneur*, a monthly magazine providing news, case studies and best business practices for the managers of fast-growing technology companies in China, brings the total number of IDG publications in China to 23.

The premiere issue of *Hi-Tech Entrepreneur* has 80 pages, including 24 pages of ads for such out-of-category products as automobiles, leather goods and air travel as well as advertising from enterprise IT and office equipment vendors.

服务快速成长企业
高科技创业者
Hi-Tech Entrepreneur
2002.10
$
绝密档案
创投底细 融资宝典
郭凡生：有叛将 无叛军
“思念”裸奔：五年三个

Hi-Tech Entrepreneur is expected to reach a paid circulation of 50,000.

Publisher **Yin Rong** heads up a staff of 27 editors, designers, circulation, production, sales and administrative staff. According to IDG China Managing Director **Hugo Shong**, the publication is on target for a paid circulation of 50,000.

"Tens of thousands of new technology enterprises are starting up each year in China," Shong said. "The leaders of these enterprises need to be brought up-to-date with the world's best business practices in operating a company in the fast-growing, highly competitive environment of today's market economy in China."

IDG began publishing in China in 1980 with the launch of *China Computerworld*. Since then, it has become the largest technology and consumer publisher in China with IT titles including *PC World*, *Network World*, *CEO & CIO* and *Telecom World*. IDG also publishes Chinese editions of consumer publications including *Cosmopolitan*, *Modern Bride*, *Esquire*, *Good Housekeeping* and *Harper's Bazaar*.

For more information, contact Hugo Shong at hugo_shong@idg.com.

Coming up in Tokyo

Storage Networking World
Nov. 27-29
Tokyo International Forum

Security Tech Update
Nov. 27-29
Tokyo International Forum

DataCenter Conference 2002
Nov. 27-29
Tokyo International Forum

Internet World Asia
Dec. 4-6
Tokyo Big Sight
Tokyo

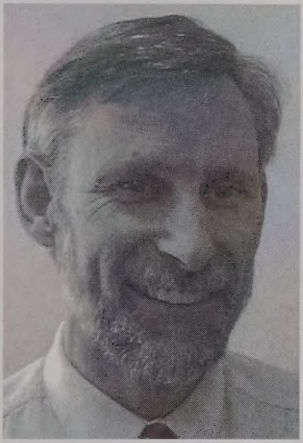
Streaming Media Asia 2002
Dec. 4-6
Tokyo Big Sight
Tokyo

Go to www.idg.co.jp/english/expo/index.html for more information on these events.

executive Q and A

Andrew White

The president of IDG joint venture partner IT World Canada is this week's guest columnist. He may be reached at awhite@itworldcanada.com.



Q Can you update us on the general state of the IT publishing business in Canada these days?

A As in the rest of the world, ad pages have been disappearing from the market at an incredible rate. Pages in IT trade publications here in Canada have dropped 35% this year over last.

IT World is the market leader with a 60% share, though our products are having varying success. *ComputerWorld* managed to gain two market share points; *CIO Canada* remained the same. Our newer government product, *CIO Government Review*, dropped a point, while *Network World,* which has close to 80% of the networking and telecommunications ad market, was hardest hit, losing six points.

Q What's the competitive landscape look like?

A In Canada, the vast majority of the controlled circulation business IT publishing market is held by IT World Canada and Plesman Publications. Plesman Publications has recently sold to a much larger publisher, TransContinental. The only real change we have seen to date is a re-name and re-launch of their executive product. What used to be called *Information Systems Executive* is now called *Edge*. (I'm still trying to figure out why they did that!)

Q How has IT World Canada responded to the current depressed market for IT advertising?

A The first and most obvious step was to analyze all expenses and see where we could reduce and/or maximize value for every dollar spent. Rather than make this a senior management driven project, we took the time to explain the situation to staff and enlisted their help. It's amazing and wonderful how innovative staff can be when given the opportunity. It's as important to cut a dollar from a courier bill as it is to reduce a publication's print bills.

We also re-examined all the basic rules of the business. As long as we still looked healthier than our competitors' publications, we decided we could reduce page count past the usual minimums. We also found that our tradition of publishing *ComputerWorld* and *Network World* on newsprint rather than coated stock offers an unanticipated advantage. At reduced pages, newsprint still give the impression of looking bulkier than the same number of pages on coated stock.

Hiring was frozen and we began to double-up on job functions. We totally changed the reporting structure to a matrixed format with many of the staff reporting to two or more managers depending on the projects. Not only did this allow us to take-on more without adding head-count, but it began to highlight how a project from one department could piggy-back on a project from another, sharing manpower — and often financial resources, to the advantage of both.

Although the advertising market was crashing, we still believed there to be new and incremental dollars out there someplace. The question was how to unearth the opportunities. We had already initiated a sales process that had our senior managers — myself, our marketing director, our two publishers, the Web director, event director, editor-in-chief and the circulation manager — conduct joint presentations with sales staff to key accounts. This opened the door to conversations with different product managers — with different budgets. We also began to realize there were actually a lot of other clients (who we would not have typically termed "key" because they were not the top spenders), who were also very interested in integrated or custom programs. Today, we are finding many more smaller spenders who are keenly interested in discussing an integrated buy across our various offerings (Web, print, lists and events).

Q Can you briefly describe your company's approach to integrating print and online?

A The simplest way to describe our overall strategy is to say that the reader comes first. We have learned that the reader information (circulation database) is at the center of our universe, so for example, the primary job of editors and writers is to provide these readers with the most relevant information to help them do their jobs in any format they want to receive it. Placing the emphasis here rather than on providing the best looking publication, makes it simpler to integrate all our various products.

All publications share one central Web site — ITWorldCanada.com — which houses sections specific to each brand, but also — and most importantly — cuts across the readership horizontally by providing key portals based on topics. This is where we have seen the most revenue growth opportunities as clients increasingly see the value in sponsoring opportunities tied to each select group of readers (portal subscribers). We offer them the opportunity to sponsor a specific portal and its associated newsletter or one of the associated events or conferences we produce for each group. It's very easy to demonstrate the quality of the individuals who visit these areas.

IT World Canada at-a-glance

Year IT World Canada became an IDG partner 1989

Titles published *ComputerWorld, Network World, CIO Canada, CIO Government Review, IT Focus*

Number of employees 65

Web site ITWorldCanada.com

Events Showcase Ontario, a large trade show and conference organized under contract with the provincial government and a second conference for senior government IT decsion makers. Both are very profitable.

We also produce a number of small, focused events that spin out from the various topic portals on our Web site. We anticipate continued growth in these small, highly profitable events that deliver very high-quality leads to clients.

Most recent accomplishment Won the Partner of the Year award at this year's IDG Worldwide Managers Meeting.

New Partner relaunches Computerworld, PC World in Turkey

COMPUTERWORLD
2. Perde

The weekly Computerworld aims to provide more technology-centric content than its rivals.

PC WORLD
Maksimum
WINDOWS
Rehberi

PC World Turkey's editorial staff has extensive experience in IT publishing, and many have strong Linux operating system backgrounds.

Computerworld Turkey and *PC World Turkey* just relaunched into the Turkish market in August, and IDG's new licensee in Istanbul is confident that both publications will be No. 1 in their respective niches by January.

Four months ago IDG signed two publishing licenses with a newly established company, Deniz Publishing, which aims to give *Computerworld* and *PC World* staying power in the market. (IDG has had partnership agreements with other companies for those publications since 1990.)

During the past several years, Turkey has been embroiled in a severe economic crisis, and the worldwide downturn in the IT industry gave the information and communications technology (ICT) sector an extra hard hit. Though Turkey's ICT workforce has shrunk by 60%, the Deniz staff contends that one of its goals is to rejuvenate and empower the ICT market in Turkey.

The weekly *Computerworld* aims to meet that goal by providing more technology-centric content than its rivals, delivering the latest technology news and showing how new developments can apply to Turkish businesses.

Batumlu said all of the advertisers who had been clients of previous editions of PCW and CW welcomed the return of the publications.

Computerworld Turkey is testing a delivery and subscription model not yet tried in the country. Armed with the names of 25,000 ICT specialists, the staff will deliver 5,000 copies to a segment of that group at no charge for five weeks. Another 5,000 names will receive the publication the following cycle, while the first group will receive a paid subscription offer. The five-week cycle will then repeat itself with a new group. Deniz management expects a core portion of the circulation to remain controlled indefinitely as paid subscriptions expand.

(L-R): President **Sibel Anit**, CEO **Sakir Batumlu** and International Relations Manager **Feza Kartal** are among the 45 people on the staff of new licensee Deniz Publishing.

Thus far *Computerworld Turkey* has averaged 11 ad pages out of a 48-page folio. In addition to the publication, CEO **Sakir Batumlu** plans to introduce white papers and organize special events.

PC World Turkey, a monthly, has a newsstand circulation of 25,000. It has a 30% ad market share, tied with *PCNet*, behind *Chip* (35%) and far ahead of Byte (5%); *PC Magazine Turkey* folded last month. *PC World*'s September issue had 62 ad pages out of a 212-page folio.

At the launch party in August, Batumlu said all of the advertisers who had been clients of previous editions of *PCW* and *CW* welcomed the return of the publications.

For more information contact International Relations Manager **Feza Kartal** at feza.kartal@denizyayin.com or go to www.pcworld.com.tr and www.computerworld.com.tr. WU

IDC

continued from page 1

feedback and recommendations regarding Meridien Research that we decided to meet with them," he said. "After meeting with Meridien's founders, we realized that the company would be an excellent fit with our new growth strategy."

Meridien's customer base includes thousands of end users at leading banks, insurance companies, asset management firms, securities firms, diversified financial institutions and the specialized IT vendors that serve the financial services industry in more than a dozen countries.

The acquisition of Meridien signals IDC's intent to further expand its scope beyond its traditional customer base of IT and telecommunications suppliers and address the needs of end users. "I believe that this acquisition is an important building block in IDC's long-term vision to build deep industry technology research knowledge and expertise for end-user companies," Campbell said.

For more information on Meridien Research, visit www.meridien-research.com or contact Michon Schenck at mschenck@idc.com or Dennis Philbin at dphilbin@idc.com. WU

Folio: Awards

continued from page 1

won in the following categories:

- Best Design of New Magazine, gold (b-to-b under 35,000) — *Bio•IT World*
- Best Media Kit Design, silver (consumer) — *PC World*
- Best Use of Digital Imagery, silver (consumer) (June 2001 Tips issue) — *PC World.*

The Editorial Excellence Awards honor overall quality and reward achievement in meeting a magazine's self-proclaimed editorial mission. In the consumer/computing category, *PC World* won a gold for its April 2001 issue. In the business-to-business/ technology category, *InfoWorld* won a gold award for its May 2001 issue; and in the business-to-business/ telecommunications category *Network World* won a gold award. *Computerworld* took home silver in the business-to-business/computing category.

PC World was honored in three categories at this year's Folio: Awards including a gold award for Editorial Excellence in the consumer/computing category. Said one judge, "The Ultimate Troubleshooting Guide in the April issue provides the exact information that home computer owners need: comprehensive and clear instructions on the inevitable problems that crop up for PC users. The article provides first-rate service and reporting." Above, Creative Director ***Robert Kanes*** *(l) and Editor* ***Harry McCracken*** *display one of their awards.*

This year, the Folio: Awards received more than 2,000 entries from the consumer, trade, association and custom publishing fields from publishers in the U.S., Australia, China, Finland, Germany, Canada and South Africa. WU

Sign up for your World Update PDF

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail every Monday.

To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field.

For those readers who prefer the Web, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

For more information, contact the editors at world_update@idg.com.

IDG Australia

continued from page 1

it has held in each of the seven independent readership surveys conducted since they began in 1994.

CIO earned the highest readership of any title in the survey with 79% of executives reporting they read the 5-year-old monthly. *MIS* was second with 65% and *Technology & Business* rated third with just 37%. *Information Week* lagged well behind with 14%. Respondents named *CIO* the most useful publication, best for IT and management issues and best for keeping up to date on IT.

PC World, the clear magazine of choice among Australia's SME technology buyers, is read by 32% of respondents. Its nearest competitor, *APC* (formerly *Australian Personal Computer*), garnered only a 19% share. Survey respondents named *PC World* the best of the PC monthlies for information about new products and services, best for keeping up to date with industry trends and best for general interest.

These survey results come at a particularly important time for the IT publishing industry, according to IDG Australia Managing Director **Don Kennedy**. "In a time that requires IT marketers to get maximum value for their ad dollars, this survey proves that high quality IT publications offer enormous value over their general business and newspaper competitors by delivering substantially higher numbers of the senior IT executives involved in the buying process that clients are eager to reach," Kennedy said.

Results for all three surveys are as follows:

Total readership for all weekly publications:

1. ***Computerworld* 53%**
2. *Australian IT* (the Tuesday Australian) 40%
3. *Next* 39%
4. *Australian Financial Review* 37%
5. *BRW* 14%
6. *The Bulletin* 9%
7. *Time* 6%

Total readership for all monthly publications:

1. ***CIO* 79%**
2. *MIS* 65%
3. *Technology & Business* 37%
4. ***PC World* 24%**
5. *Image & Data Manager* 20%
6. *APC* 18%
7. *Information Week* 14%
8. *PC User* 10%

Total readership for all PC monthly magazines among SME technology buyers:

1. ***PC World* 32%**
2. *APC* 19%
3. *PC User* 13%

WU

noteworthy people

IDG WORLD UPDATE

McDonald

Matoska

IDG WORLD UPDATE

Calvanico

Promotions

PC World Designer **Sean McDonald** has been promoted to senior designer. "Since joining *PC World* as associate designer/ infographics in January of 2000, Sean has hit the ground running and never looked back," said Creative Director **Robert Kanes**. "Over the last two years he has greatly expanded his scope of duties. While wearing his news and infographics hats, Sean has also been handling a steady stream of custom graphics assignments for Features and Here's How. And on top of all that, he's found time to execute the odd feature. He has proven to be an invaluable resource to the magazine and brings a fresh and nuanced eye to each assignment."

IDG Global Communications' **John Wang**, previously a technical support specialist, has been promoted to network administrator. "This promotion is a direct reflection of John's outstanding job and dedication of every aspect of the end-user support," said IS Director **Glenys Mercado**. "He constantly proves his outstanding commitment to ensuring that our customers are taken care of. In particular, John has been doing an excellent job in supporting and maintaining our Notes/ Domino infrastructure."

New employees

Network World has hired **Mark Hollister** as senior director, Events and Executive Forums Marketing. He was previously president of *Inc.* magazine's Inc. Business Resources division, directing all brand-extension opportunities. He holds a B.A. from the University of Vermont in the study of architecture, a self-designed major. Away from the office he enjoys skiing, biking, boating and spending time with his family, to which he and his wife recently added their fourth child.

Returning employees

Previously an advertising account coordinator, print buying supervisor and then senior Web producer with Network World, **Marlo Matoska** joins Computerworld as an online sales associate. She holds a B.A. in communications from Illinois State University in Normal, Ill., and enjoys exercise, her Rottweiler, movies, and home improvement projects. She recently replaced the stairs on her parents' wood deck ("It's amazing what you can do when you own a Skil saw!").

Previously associate publisher at *InfoWorld*, **Marc Calvanico** returns to IDG as director of interactive sales for IDG Global Communications, where he will manage sales for IDG.net. He earned a B.A. in advertising from San Jose (Calif.) State University, where he has since taught advertising classes. A San Francisco 49ers season ticket holder, he also enjoys cycling and golfing.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Corporate Services Group recognizes outstanding employees

ARDLEY YEE

Ernesto Cordero

The IDG Corporate Services Group (CSG) in Framingham, Mass., held its biannual awards event last month, hosting a doughnuts-and-coffee break.

CSG comprises employees in the Accounting, Credit, Finance, IS, Office Management and Tax departments. Four years ago, CSG created an MVG (Mission, Vision, Goals) Task Team and launched several initiatives, among them an awards program aimed at helping motivate employees, build partnerships with their customers at IDG business units, enhance communication and improve processes and procedures.

The MVG Gold award is presented to the CSG employee who, in the estimation of his or her peers, has made the most significant contributions to the mission of CSG. A committee composed of one representative from each department reviews the nominations and selects the award winner. The nominations of the winner, Accounts Payable Processor **Ernesto Cordero**, read in part: "Ernesto's happy spirits are contagious. He is very efficient, and he gets the job done right while knowing just what to say or do so that we all fell like we're part of a successful team."

The Positive Action Tracker (PAT) Award allows CSG employees to recognize peers for a job well done or to thank them for lending a hand. Each employee is given a Positive Action Tracker card and a supply of stickers. Anyone who receives one or more PAT stickers from colleagues during the past six months earns a raffle ticket (one per PAT sticker) for a prize drawing.

The October PAT Award winners were Credit Analyst **Patty Gill**, Staff Accountant **Wayne Humphrey** and Bookkeeper **Dottie Malone**.

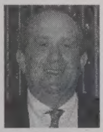
For more information contact Corporate Credit Manager **Amy Hanania** at amy_hanania@idg.com. WU

Beware the kitchen!

This foursome at IDG Games Media Group's Halloween party did their best imitation of the Iron Chef TV show: **Wes Nihei**, **Francis Mao**, **Wat Maruyama** and **Lindsay Young**.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.



Bloom

Lorenz

35

Ted Bloom *IDG*

17

Fernando Rodriguez *IDG Spain*

16

Karin Lorenz *Computerworld*

15

Michelle Chase *IDG*

14

John Rousseau *IDG Games Media Group*
Donna Fraser *IT World Canada*

13

Akos Bognar *IDG Hungary*
Maria Luisa Romiti *IDG Italy*
Bruno Agostini *IDG Italy*
Marco Bertolotti *IDG Italy*
Sandy Wong *PC World*
Fernando Cabello *IDG Spain*

12

Donald Seay *Network World*

11

Irene Ford *IDC U.K.*
Penny McConnell *IDC Canada*
Mark Houts *IDG Global Communications*
Elizabeth Freedman Girioni *IDC*

10

Simona Varisco *IDG Italy*
Alessandra Dainotti *IDG Italy*
Grazyna Skibniewska *IDG Poland*
Dawn Kezer *InfoWorld*
Ellen Julian *IDC*

9

Marc Ferranti *IDG News Service*
Adam Gaffin *Network World*

8

Chris Lindquist *CXO Media*
Ron Milton *Computerworld*
Silvia Cardinale *IDG Italy*
Lyndsey Pomella *IDG Travel Services*
Eric Sheppard *IDC*
Traci Gere *IDC*
Seana Dowling-Guyer *IDC*

7

Carol Sliwa *Computerworld*
Fay Harward *IDG U.K.*

6

Jolana Lammelova *IDG Czech*
Lynne Rigolini *CXO Media*
Patrick Thibodeau *Computerworld*
Kevin Ebmeyer *Computerworld*
Nathalie Metzger *IDG Global Solutions*
Makoto Obuchi *IDG Japan*
Denise Pappalardo *Network World*

5

Zuzana Peskova *IDG Czech*
Petr Felt *IDG Czech*
Meredith Levinson *CXO Media*
Lee Tuttle *CXO Media*
Guy Dixon *PC Advisor*
Yoshio Moriya *IDG Japan*
Jennifer McKean *IDG Research Services*
Kimberly Muri *IDC*
Bonnie Aarons *IDC*
Chris Sipe *IDG Games Media Group*

4

Dawn Cora *CXO Media*
Kari Curto *CXO Media*
Alissa Mach *Mac Publishing*
Jean Consilvio *Computerworld*
Teng Fang Yih *Computerworld Singapore*
Kevin Railsback *InfoWorld*

3

Emily Henderson *CXO Media*
Paul Reiss *CXO Media*
Daniela Sievers *IDG Germany*
Linda Rosencrance *Computerworld*
Renske Ellens *IDC Benelux*
Ben Gibb *IDG New Zealand*
Joe Doherty *Accela Communications*
Brian Fonseca *InfoWorld*
Frank Netherwood *IDG World Expo*
Rob Scheschareg *IDG World Expo*
Thomas Richard *IDC*
Patricia Torralba *IDG Spain*

2

Andrew Birmingham *IDG Australia*
Denise Wang *IDG Australia*
Lucas Mearian *Computerworld*
Matthew Moring *Computerworld*
Tim Mui *IDC U.K.*
Heleen Verrijn Stuart-van Manen *IDC Benelux*
Melanie Liew *Computerworld Singapore*
Chris Dawes *IDC Canada*
Shane Hannam *IDG Global Solutions*
Naoto Yokokura *IDG Japan*
David Shiang *IDC*
Julie Cornell *IDC*
Marjorick Foisy *IDC*
Alex Slawsby *IDC*
John Richard Gole *IDC*
Jennifer Thorwart *IDC*
Elizabeth Parsons *Network World*
Israel Vazquez *IDG Spain*

1

Marco Martinelli *IDG Italy*
Roman Smely *IDG Czech*
Anton Müller *IDG Switzerland*
Antonio Faricelli Filho *IDC Brazil*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Dressed for success: San Francisco employees catch the spirit(s)!

Front row (l-r): **Lisa Mireles**, PC World; **Luis Ibarra**, Central Services; **Eos deFeminis**, Macworld; **Ben Barbante**, InfoWorld; **Shannon McClish**, InfoWorld. Middle row: **Rob Octavio**, PC World; **Ronda Bittner**, Macworld; **Laura Blackwell**, PC World; **Julie McKie**, PC World; **Kate Coldwell**, PC World; **Gary Streng**, InfoWorld. Back row: **Patrick McConnell**, PC World; **Kim Brinson**, PC World; **Jeff Kuta**, PC World; **Jeff Oterson**, Central Services; **Newt Bailey**, PC World; **Paul Shinhira**, Central Services; **Peter Tripodi**, Central Services.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Mike Malone** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG* water bottles.

Honorable mentions

"Got enough room there for 'Outsource This!'? "
Bill Ganci *IDC*

"Me and the other Dell's Angels are riding down to San Diego to catch the big BioITWorld show."
Rich Green *IDG List Services*

"Make it a big heart with 'I Love Bill' inside it."
Steven Harris *IDC*

"Born to be Wired...hmmm...reminds me of a song back in the '60s."
Jim Falanga *IDG Credit*

"After you've done that one, can you tattoo my forehead with 'Just Reboot!'?"
Colin de Almeida *IDC U.K.*

For the third time that morning, Murphy was asked to render a skull and crossbones design emblazoned with the words 'Technical Proficiency or Death'."
Wayne Hetherington *IDC*

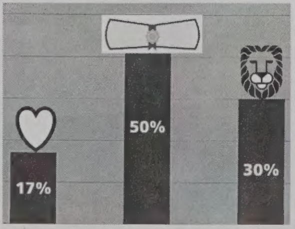
"Can you just dither it a little? I don't have the budget for true 24-bit color."
Peter Sayer *IDG News Service, France*

Rich Tennant's original:

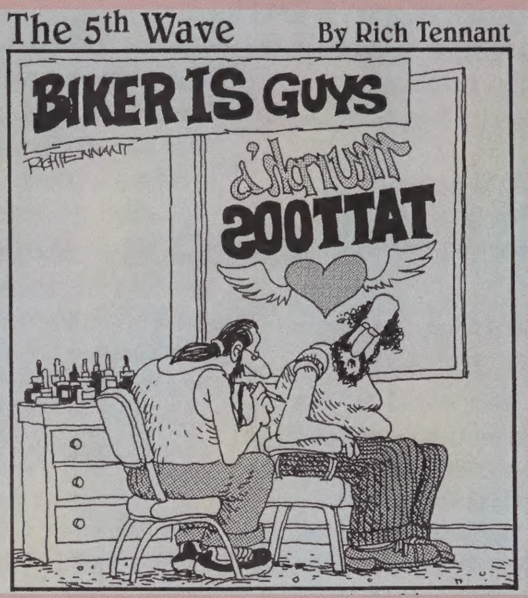
"Remember — I want the bleeding file server surrounded by flaming workstations with the word "Motherboard" scrolling underneath."

Question of the week

Like the scarecrow, IDG employees overwhelmingly chose a brain over courage or a heart in last week's question of the week. Be sure to visit www.idgworldupdate.com and weigh in on this week's question:



Do you prefer to get your news from:
TV Online Radio Newspapers



"Are you sure 'motherboard' is going to fit?"
Mike Malone *IDG Corporate Support Group*

Can you haiku?

Observant reader **Peter Sayer** of the IDG News Service bureau in Paris recalled the source of the haiku poetry that ran in the Oct. 28 issue of *IDG World Update*. The poems were among the winners of a contest that appeared in the online magazine Salon on Feb. 10, 1998. For a complete list of those winners, go to http://archive.salon.com/21st/chal/1998/02/10chal3.html.

After you've been inspired, why not try your hand at creating an IT verse or two of your own. Be sure to follow the 5-7-5 syllable per line format. The best entries will be published in an upcoming issue of *World Update* and winners will receive IDG insulated lunch bags. Send entries to world_update@idg.com by Nov. 26.

With searching comes loss
and the presence of absence:
"My Novel" not found.

The Tao that is seen
Is not the true Tao, until
You bring fresh toner.

Windows NT crashed.
I am the Blue Screen of Death.
No one hears your screams.

Yesterday it worked.
Today it is not working.
Windows is like that.

A file that big?
It might be very useful.
But now it is gone.

ABORTED effort:
Close all that you have.
You ask far too much.

A crash reduces
Your expensive computer
to a simple stone.

Chaos reigns within.
Reflect, repent and reboot.
Order shall return.

and finally..

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Rhonda Bittner *Macworld*
Tim Clarke *IDG International Publishing Services*
Amy Hanania *IDG Credit*
River Jiang *IDG China*
Harry McCracken *PC World*
Michele Thomas *GamePro*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

18 NOVEMBER 2002
VOLUME 32, NUMBER 39

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDC's IT Banking Forum targets technology efficiencies, savings

The European IT Banking Forum 2002
How to do more for less?
Improving Efficiency while Securing Innovation
Addressing the Key Challenges of the European
IDC
IDC

The panel on How to Achieve Measurable Results included (l-r): Norbert Walter, chief economist, Deutsche Bank Group; Michael Earl, dean, Templeton College, University of Oxford; Gianmarco Cividini, managing partner, technology & Outsourcing, Accenture IGEM; ***Ezio Viola****, GVP & general manager, IDC Southern Europe; Luciano Martucci, vice president financial services sector, IBM EMEA South; Jeffery Schwalk, senior vice president, Global Core Banking Solutions, CSC; Jean-Louis Bravard, managing director, Global Finance Industry, EDS.*

There's strength in numbers, and with 500 high-level attendees and dozens of industry experts and IDC analysts sharing insights, the seventh annual European IT Banking Forum retained its status as the most important IT and e-business event for banks and financial institutions in Southern Europe. The Forum was held Nov. 11-12 in Milan.

The IT Banking Forum is one of four major pan-European evens organized by the IDC EMEA Conference Group based in Milan. The other events are the European IT Forum, the European Telecoms Forum and European StorageVision.

With the theme "How To Do More With Less," speakers at this year's event underscored the importance for European banks to maintain an adequate level of IT spending in order to increase their internal efficiencies and reduce their costs.

"Competition and decreasing margins are driving European banks' strategists to name efficiency as their main priority for the future," said IDC EMEA President **Roberto Masiero**. "Financial institutions

continued on page 5

IDG Australia extends reach into life science field with two purchases

> *"We are now able to provide a marketing and recruitment channel that extends from the lab manager to the managing director."*
>
> — *Andrew Birmingham*

IDG Australia this month strengthened its position in the biotechnology space with the purchase of two titles that greatly broaden its reach into the field of life science. The publications — *Today's Life Science* and *Lab News* — in conjunction with the company's existing *Australian Biotechnology News* — are expected to create an even more compelling environment for advertisers by widening the readership base that IDG Australia can deliver.

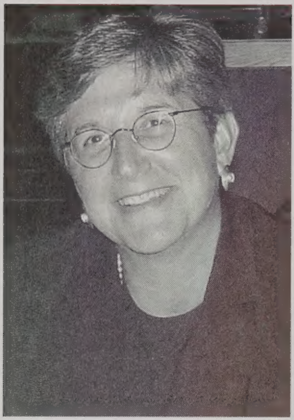
Australian Biotechnology News is published weekly and has a circulation of 5,800. Today's Life Science, published bi-monthly, reaches 5,600 readers, and Lab News, also published six times a year, is read by 6,100 laboratory personnel.

"We are now able to provide a marketing and recruitment channel that extends from the lab manager to the managing director, and our clients are able to choose between the commercial environment of *Australian Biotechnology News* and the scientific environment of *Today's Life Science* and *Lab News*," said Publisher **Andrew Birmingham**.

IDG Australia brought all existing staff from the

continued on page 5

what I've learned so far about...



*As part of an ongoing series about lessons learned in publishing, IDG World Update features words of wisdom from individuals across IDG. This week, IDG List Services President **Deb Goldstein** shares some thoughts about providing the type of outstanding customer care that helps ensure long-term relationships. You may reach her at deb_goldstein@idg.com.*

Customer service

The shoe department at Nordstrom's is heaven. I'm sure you've been there and if you haven't, it's a must. Man or woman. Not just because of the vast variety of shoes but because of their customer service. It's the complete experience that combines quality products delivered with top care.

When I'm San Francisco, I never miss the opportunity to visit this store. Let me tell you why. It's all about my first visit. I'm there at the opening bell at 9:30 a.m. I look at everything, consult with my shopping partner to see if she likes this pair or that. Then I decide what I want to try on. When I finally decided and let the sales person know, he brought out, in my size, every pair of shoes that I had picked up and showed to my friend. I didn't just buy one pair. I bought three. The moral of the story: customer service is observing and listening to what the customer is looking for and then fulfilling that need with graciousness and care — down to the last detail. I tell this story all the time as I so strongly believe that the customer service experience you have with a company can make or break the long-term relationship. It's a mirror on how you run your business.

Customer service is observing and listening to what the customer is looking for and then fulfilling that need with graciousness and care — down to the last detail.

These are challenging times for customer service. Not just because of the economy, but because the offline and online worlds have blurred the borders of how to communicate. And communication is the heart of customer service.

As we're in the list business, everything we do is about customer service. We deliver media. We're not selling handbags. We have the unique model of four players that work together where the two middle players — the list broker and manager — essentially represent different interests – the mailer for the list broker and the list owner for the manager. This makes for customer service issues on all sides. But somehow it has worked for many, many years. Why? Because we all walk in each other's shoes. The way our business works gives us perspective on all sides. But this economy has tested our perspective. So let's go back to the basics.

Listen: This is a skill that should be as fine-tuned as your ability to speak. Listening well shows a total commitment to understanding the needs of your customer. It is the perfect starting point to create a feeling of comfort that is so essential to customer care.

Attitude: Be positive, gracious and trusting. Your attitude is an immediate reflection back to the customer of what their experience is going to be like with your company. If you believe in yourself and believe in your product, you have a winning combination.

Communicate: In any business there are a thousand details you need to tell the customer, so be thorough. Make a list if you have to and document the conversation. The biggest issues arise when a customer says, "I just wasn't told." But it shouldn't stop there, as the process continues through the order — communication is key. Say to yourself when you receive a piece of information, "Who needs to know this?" and be right about who does. Respond quickly. And pick up the phone — don't relegate discussion items to a trail of e-mails. Again, a personal conversation builds trust and comfort.

Anticipate need: Go above and beyond — think about what else the customer might want based on what they have already asked for — such as more detailed information or alternative solutions. Give the customer the benefit of your experience. And don't be afraid to apologize if there is a problem. Your ability to be a problem solver speaks volumes for how much you care.

Follow up: Customer care doesn't stop after you've provided the information that is needed. Follow up by phone or e-mail. Did they receive the information? Is there anything further you can help them with? And if you don't connect — be persistent. Follow up again.

Appreciation: Always say "thank you" and let the customer know how much you appreciate their business. Send an e-mail, a personal note or a small gift, and do it often throughout the relationship. There is nothing that keeps a customer loyal more than a simple note of appreciation.

We are in a unique time in which we partner for success. We all play an essential role in the process. And if we follow the basic tenets of customer service then we all win — no matter whose shoes you're wearing. WU

Have you learned some lessons along the way in editorial, sales, marketing, production or circulation that you'd be willing to share with colleagues? If so, please contact the editors at world_update@idg.com.

Q and A executive

John Rousseau

The president & CEO of IDG Games Media Group is this week's guest columnist. Reach him at jrousseau@gamepro.com.

IDG Games Media Group at-a-glance

Location Oakland, Calif.

No. of employees 45

***GamePro* established** 1989

Products *GamePro* (monthly), circulation: 529,043 (ABC).

Code Vault (bimonthly), *GamePro*'s exclusive publication of video game cheats, tricks, and secrets for all major gaming platforms. Print run is 250,000 — all newsstand. We are currently testing a subscriber edition.

GamePro.com (www.gamepro.com) attracts nearly 1.9 million unique visitors and 15 million page views.

Recent accomplishments
GamePro's exclusive Action Figures and Vehicle line has been very successful at retail. In fact, the Series One line sold out completely in stores and generated $1 million in sales since launching in August of 2002. Additionally, GamePro.com's custom microsites have received a very positive response from our marketing partners with a record number of microsites currently running. *GamePro* magazine's December issue is our largest in four years! We also achieved our Q1 profit plan and are on target to achieve our FY03 profit plan.

Q Could you summarize *GamePro*'s market position?

A *GamePro* is the market leader with more than three million monthly readers, and it has the largest circulation of any independent multiplatform gaming magazine. Recently, the publication was ranked as the most popular male teen video game magazine (and second most popular male teen magazine overall) in North America (TRU 2002).

Q What's the relative popularity among users of PC games vs. console games and then within the console game market, how do the major players stack up?

A *GamePro* magazine's audience has a huge multiplatform ownership. That means that its readers are interested in both PC and console game coverage. Collectively, *GamePro*'s audience consists of powerful purchasers, accounting for $2 billion in gaming purchasing over the next 12 months. In fact, 99% of *GamePro*'s readers own a PC, 78% own more than one console system, and they plan to buy 19 console and PC games in the next 12 months. Further, *GamePro* appeals to gamers of all levels of experience from the mass market to the core gamers. According to ad page revenue data, *GamePro*'s top game advertisers are Sega of America, Electronic Arts, Midway Home Entertainment, Infogrames Entertainment, THQ and Sony.

Q Going into the holiday season and beyond, what does the ad climate look like? What are the expectations for GameCube and Xbox sales and how will this affect *GamePro*?

A Ad sales this holiday season are very robust. However, we are expecting a "softer" holiday as it relates to retail sales and are cautiously optimistic going into Q2. This is due to a number of reasons but mainly the lack of installed base growth for GameCube and Xbox. I'm confident that both Nintendo and Microsoft will eventually challenge Sony again in the years ahead. This will be a long battle between these entertainment titans and fits right into *GamePro*'s multiplatform editorial focus. We don't depend on one specific platform for revenues like most of our competitors do.

Q Are there significant differences for a publisher in targeting a young audience vs. the adult audience most IDG publications cater to?

A *GamePro* magazine captures a young audience of male teens, and our editorial tone reflects this. *GamePro*'s success at publishing to this target audience is due in part to the strong peer rapport and trust between our readers and our editorial team. Unlike some of our competitors, we do not talk down to our readers. *GamePro*'s audience is very dedicated; readers are loyal subscribers to the magazine. I constantly urge all of our employees that they "need to think like our readers." It's not as easy as it sounds but can actually be quite fun — and it keeps you thinking young and knowing what makes today's teens tick. Their loyalty to the publication is reflected by *GamePro*'s very high renewal rates, which are well above the industry average.

Q To what do you attribute your success in the single-copy sales area this year?

A *GamePro*'s success in the single-copy sales (SCS) area is mainly attributed to a great product and trusted brand. Our single copy sales are up 24% over last year for the first six months of 2002. This is a great achievement considering the current newsstand climate. Also, SCS performance is a direct reflection on how well your product is perceived editorially and the tremendous value you bring to the newsstand consumer. Our success on the newsstand is also due to our relationship with our wholesalers and national distributor merchandisers. We've made a concerted effort to foster and maintain close contact with all levels of distribution and merchandising contacts to promote *GamePro*'s brand awareness. One successful tool that was used was an incentive-based contest to win a PlayStation 2 among the wholesale merchandisers transporting the magazine to retail. These merchandisers are the last people to touch *GamePro* before it hits the retail shelves and are influential in making sure it's positioned properly. I recall from my days at the Quaker Oats Company — it all happens at the store level. Our single copy sales team and national distributor COMAG have done a terrific job in executing these programs. Finally, we are engaged in various retail promotions resulting in special product positioning in stores, such as Fry's Electronics, Target, and many military installations around the globe.

Q Are you doing any custom microsites?

A We have had tremendous success with our custom microsites on GamePro.com. We've coined the term "Visual Trial." The print vehicle is the anchor, and the Internet provides a visual continuation of the selling cycle to the consumer. In fact, we currently have seven microsites running on

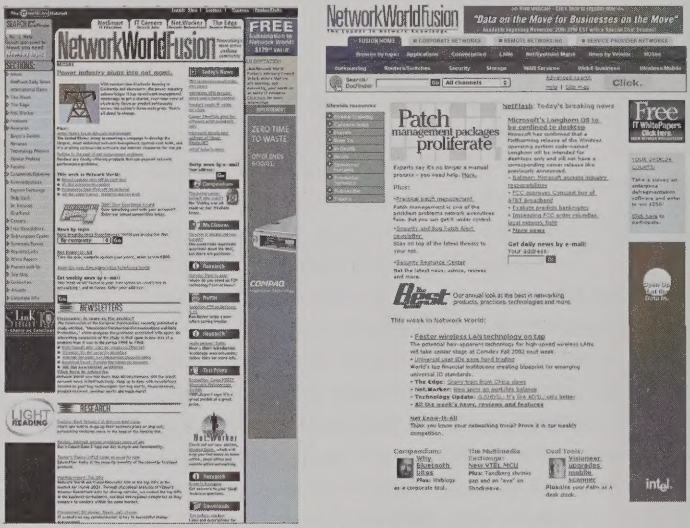
continued on page 7

NW Fusion's redesign helping keep readers on site longer

More than seven years after the site launched, Network World is putting the finishing touches on its Web site's most substantial redesign to date and quickly reaping the benefits. The redesign was unveiled in July after more than a year of preparation.

"Through organic growth, increased page views and increased unique visitors, the NW Fusion site (www.nwfusion.com) had become too big for the site structure," said **Alonna Doucette**, VP online development. "The main objective of the site redesign was to improve the navigation and make it more intuitive for visitors to locate the relevant information they came to NW Fusion to read."

While the entire site changed, from the layout, navigation and graphical design elements, as well as the back-end functions and work flow processes, the core purpose of the site — "delivery of relevant content to network IT executives" — has not.



The original Fusion site (above, left) was launched in 1995. The recent redesign, its first major overhaul in seven years, features a new layout, navigation system and graphical design elements as well as improved back-end functions and workflow procedures.

The old site's 70,000 pages were broken out into areas of interest by topic, such as Security, Storage, Applications and Wireless, which can now be reached via tabs at the top of the page or from the left-hand navigation bar. Other content items were gathered into a "Sitewide Resources" area.

Doucette said one of her team's biggest challenges was finding ways to keep people on the site longer. "Research indicated that people used Fusion as a resource, usually finding our articles through Google, clicking through from Google to our site, and then leaving when they were finished. We wanted to make sure that the redesign would offer the visitor an immediate and intuitive way to find other relevant information based on the item they originally came to the site to read. That has been working; our visitors are staying almost twice as long on our site as they were a year ago."

According to Doucette, Fusion now has more monthly page views and more unique visitors than any of its competitors. "Our biggest edge in the market is the well-known brand name that *Network World* has created over its 16-year history," she said.

The Web consulting firm TouchScreen helped the Fusion redesign team organize the 70,000 pages of content on the site into a logical order and prioritize the objectives of each business group within Network World, from editorial to finance. A floating task force of 15 Network World employees, led chiefly by Doucette, Online Editor **Adam Gaffin**, Design Director **Rob Stave**, Software Engineer/Web Architect **Tom Kroon** and Director of Audience Development **Hillary Freeley** worked 15 months on the project, one that continues to evolve.

Maintaining the site is truly a team effort, Doucette said. "Just about every business group within Network World has Web producers, as well as access to the content management system, and we all update our own areas of the site." The editorial department's dedicated Web producers handle the daily news updates, posting all the print content and maintaining the reader forums, as well as delivering the 46 e-mail newsletters (most distributed twice a week, all with unique content) to more than 380,000 unique subscribers. Doucette noted that there is only a 25% duplication between Network World's print and online subscription files, further evidence of its reach in the networking industry.

Banner advertising on the Fusion site can now be targeted to specific technology topics, such as security, storage or wireless, giving Network World an advantage over the sites of its competitors. "We used to be able to target keywords," Doucette said, "but typically would underdeliver and never had accurate impression-level projections." Doucette said that now all banner ads, except 468x60 ads, are sold out until February 2003.

For more information contact Alonna Doucette at alonna@nww.com.

"We wanted to make sure that the redesign would offer the visitor an immediate and intuitive way to find other relevant information based on the item they originally came to the site to read. That has been working; our visitors are staying almost twice as long on our site as they were a year ago."
— Alonna Doucette

Four for the better

Alonna Doucette, Network World VP online development, cited these as the four biggest improvements to the Fusion site:

- Navigation.
- The design's look and feel.
- Integration of a content management system and a change in the workflow processes.
- More banner inventory with better targeting capabilities.

Week of November 18, 2002

Copy Editing Intern - Dec. to Jan. (BIO)

Bio-IT World is seeking a motivated student to help edit copy for style, clarity, spelling, and grammar for the Life Science Buyer's Guide from mid-December through mid-January. Duties include fact checking and information gathering; proofreading electronic documents; and editing Quark proofs. Opportunities for print and Web writing will also be available. Candidate will ideally be pursuing a degree in Journalism or English. Internship is unpaid.

Location: Framingham – MA

Contact: Email: jcjobs@idg.com

Research Intern, Peripherals, Hardware Research Group (IDC)

IDC is seeking a research intern to support the analysts covering peripherals in the Hardware Research Group. The key responsibilities of this position include data collection calling on vendors and using the web; inputting data; writing news summary of industry announcements. The research intern will interact closely with analysts in the peripherals and document solutions programs within IDC in addition to clients in these markets. The individual will be familiar with Microsoft Excel, and Word; have a high degree of proficiency With Internet search engines; ability to work independently, knowledge of the computer industry and interest in trends and market research; strong writing skills.

Location: Framingham - MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Senior Research Analyst (IDC)

IDC's Mobile Device Team is seeking a Senior Research Analyst to drive research in the emerging solutions and quarterly product areas for PDAs and mobile phones. The Analyst will be part of a research team that advises key industry vendors in the mobile device markets through analysis, thought leadership, leading research deliverables, consulting projects and speaking engagements. The Senior Analyst will be involved in all of the core analyst functions including research, analysis, forecasting and writing; program growth including business development and product leadership; relationship development including client relationships and collaborative initiatives. This position in particular will carry responsibility for two quarterly tracking products launched in the last year, publishing PDA and mobile phone vendor shipments on a quarterly basis, researching and writing topical research bulletins on solutions for mobile devices in IDC's Smart Handheld Devices CIS, contributing to the program's biweekly newsletter, satisfying client inquiries, and developing strong client relationships and consistently demonstrating IDC's value.

Location: Framingham – MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

CTO Premier Program Director (IFW)

InfoWorld is looking for a program director that will help launch and implement InfoWorld's new CTO Premier service, a subscriber-based, networking opportunity for high-level IT executives. Requires a varied set of editorial and organizational skills and sophisticated knowledge of strategic IT issues to manage CTO requests, organize and update the Premier online experience, create a useful "best practices" database, and offer a flexible, responsive service that will attract CTOs willing to pay for the enhanced knowledge and connections they gain through this offering. This position will also be responsible for working with CTO editorial, to develop content for the Premier site, and to keep CTO editors and writers informed about trends and possible editorial topics that emerge from Premier discussions.

Location: West Coast

Contact: Email: resumes@infoworld.com

Sales/Marketing Associate (ITC)

IDG's Recruitment Solutions group is seeking a talented Sales/Marketing Associate for our Framingham office. Reporting directly to the Director of Recruitment Advertising Sales and Marketing, this position will be responsible for the execution of marketing programs as well as administrative projects for the department. The selected candidate will possess 1-3 years of business experience in a marketing, sales or recruitment advertising agency environment, strong computer skills, excellent organizational and project management skills and a significant interest in marketing. A degree in marketing or business is preferred. ***Location: Framingham – MA***

Location: Framingham – MA

Contact: A. Jones, Fax: 508-935-4600, Phone: 508-788-7870, Email: ccjobs@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Storage Networking World Tokyo
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

Security Tech Update
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

DataCenter Conference 2002
Nov. 27-29
Tokyo International Forum
Tokyo
www.idg.co.jp/English/expo

Internet World Asia
Dec. 4-6
Tokyo Big Sight
Tokyo
www.idg.co.jp/English/expo

Streaming Media Asia 2002
Dec. 4-6
Tokyo Big Sight
Tokyo
www.idg.co.jp/English/expo

U.K. Business Intelligence and Data Warehousing Conference
Dec. 5
One Whitehall Place
London
http://emea.idc.com/ukbi

Macworld Expo and Conference
Jan. 6-10
Moscone Center
San Francisco
www.macworldexpo.com

Mobile & Wireless World
Jan. 12-15
Renaissance Esmeralda Resort
Indian Wells, Calif.
www.computerworld.com/mww

LinuxWorld Conference and Expo
Jan. 21-24
Javits Center
New York
www.linuxworldexpo.com

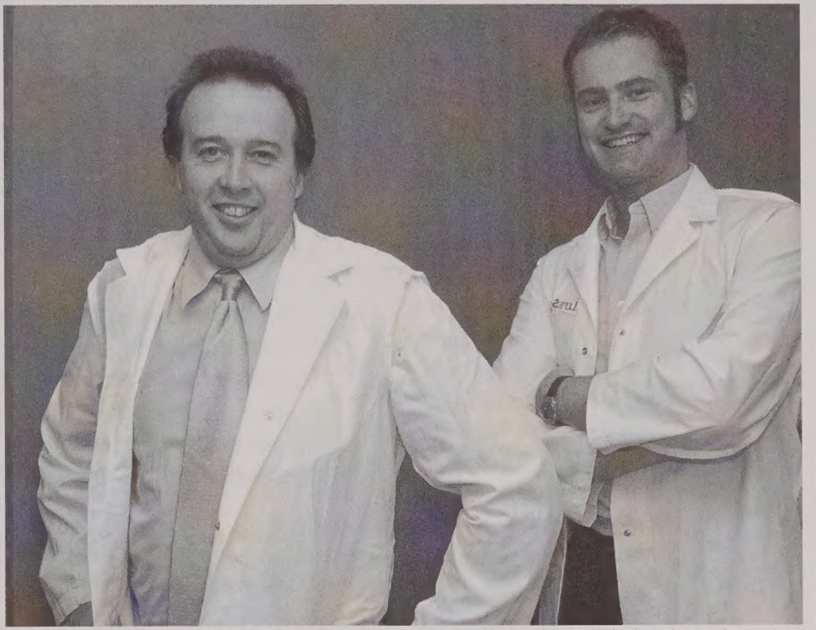
Enterprise Value Retreat & Awards Ceremony
Jan. 26-29
Marriott Desert Springs
Desert Springs, Calif.
www.cio.com/conferences

IDG Australia

continued from page 1

two titles, formerly published by Vertical Markets, to IDG. **Iain Scott**, current editor of *Australian Biotechnology News*, has been promoted to editor-in-chief of the group with responsibility across all three titles. He will continue as editor of *Australian Biotechnology News*.

They also announced that it will join Applied Biosystems, Hewlett-Packard, *Science* and the Victorian state government as a major sponsor of the 19th International Congress of Genetics, to be held in Melbourne next July 6-11.



*Publisher **Andrew Birmingham** (left) and Editor **Iain Scott** experiment with a new look as they welcome two new publications into their bio-IT fold.*

Launched in March 2002, *Australian Biotechnology News* is a weekly newspaper for senior decision-makers in the Australian biotechnology community. According to research from Quantum Market Research, it is read by nearly nine out of 10 CEOs, chief scientists and IT managers in the Australian life science sector on a weekly basis. *Today's Life Science*, published bi-monthly, was launched in 1988 and is the leading peer-reviewed journal for the life science community in Australia. Its readers include senior scientific and technical purchasing managers. Launched in 1980, *Lab News*, also a bi-monthly, is a leading source of news and product information for Australian laboratory managers and personnel.

For more information, contact Andrew Birmingham at andrew_birmingham@idg.com.au.

LinuxWorld Conference & Expo in Germany tallies visitor gains

LINUXWORLD
CONFERENCE & EXPO
Messebesucher/
visitors
Kasse/Cashier
Alle Leistungen/

Visitors sign in at the Frankfurt Trade Fair Center.

The third LinuxWorld Conference & Expo attracted an all-time high of 14,000 visitors, an increase of 1,000 over last year; the 360 conference attendees also marked an increase. While the 80 exhibiting companies represented a slight decline over 2001, exhibit space increased by 5%. The event was produced by K+S under contract to IDG World Expo Germany. All of IDG Germany's publications served as media sponsors, and *Computerwoche* also assisted with content development and marketing. *Computerwoche* Senior Editor **Ludger Schmitz** served as a conference panelist.

IT Forum

continued from page 1

must continue to invest in adoption of the latest technology to maintain their competitive position in front of increasingly demanding and informed customers, but they are also looking at technology as a key area in which to achieve savings."

In addition, technology will play a key role as European banks evaluate how they will meet new requirements proposed by the Basel Committee on Banking Supervision, noted IDC Southern Europe Group Vice President and General Manager **Ezio Viola**. Once finalized, banks will be obliged to assess and manage operational risk, a project that is complex, expensive and involves a dramatic revision of internal processes, he said.

More than 30 sponsors supported the event, with *Computerworld Italia* and *Network world Italia* among the media sponsors.

For more information contact Marketing Communication and Database Specialist **Claudia Corradi** at ccorradi@idc.com.

noteworthy people

IDG WORLD UPDATE

Botts

Sigman

New employees

Senior Domino Developer **Donald Botts** has joined the IT team at IDG International Publishing Services in Boston. He most recently worked in IT support at Stream International in Canton, Mass., as the technical lead for applications. He has a B.A. in history from the University of Rhode Island. Don enjoys beachgoing during the summer, listening to music, computer gaming and spending time with his three young children.

Senior Account Executive **John Weis** has signed on with IDC West, working for the Strategic Advisory Services group. He was most recently a field sales representative in the channels division for BEA, a software infrastructure company. He has a B.A. in psychology from Lake Forest College in Lake Forest, Ill., and enjoys fly fishing, biking and skiing. Earlier this summer he seized the opportunity to tour Europe.

Transfers

Shabnam Sigman moves from her role as research editor with IDC's Publishing Services and Technologies Graphics Services group to that of copy editor with *Bio-IT World*. She holds a B.A. in biology from Saint Louis University in St. Louis and an M.A. in journalism from the University of Illinois at Urbana-Champaign. She said her most recent accomplishment was "keeping my cool when my almost-five-year-old daughter announced that she kissed all the boys at school."

Meridien Research Editor **Linda Breisch** joins IDC after its recent acquisition of the financial services research firm. She holds a B.S. in biological oceanography from the University of Michigan and an M.A. in communication studies from Boston's Emerson College. Away from her desk she enjoys dressage, gardening and skiing.

Returning employees

Allen Leibovitch has returned to IDC as a research manager based in Mountain View, Calif. He originally joined the company in 1997, where he was a founding member of the Semiconductor research team and managed programs for the company for almost three years. Most recently he was at RHK as director, communications semiconductors. He has a B.S. in mechanical engineering from the University of California/Berkeley and enjoys spending his free time with his son, watching movies and hiking.

Eugene Demaitre rejoins *Computerworld* as a copy editor, filling the slot of a former colleague. "We're sorry to lose **Jacqueline Day** after three years on the copy desk, but her return to Iowa has made room for Eugene, a *CW* desk alumnus, who has been welcomed back after being caught up in the layoffs of this past summer," said Managing Editor/Production **Jamie Eckle**.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC bestows US FY02 sales awards

IDC U.S. held its FY03 sales kick-off meetings in Framingham, Mass., and Santa Clara, Calif., last month and distributed FY02 end-of-the-year awards to outstanding performers.

Senior Vice President of Worldwide Sales **Don Best** said that IDC's worldwide sales team performed "remarkably well" during the challenging years of 2001 and 2002. He said that while IDC has the best products and services in the industry, the most experienced analysts and the most seasoned sales force, his team recently took a long look at what else helped make them successful in a tough environment. "We discovered that our success was due to our ability to discern changing customer priorities and address those priorities in ways that made our customers more successful," he said.

FY 2002 US Overall Sales Awards
Volume Sales - **Jim Nagle**
Sales rep or AE with Team Quota – **Amy Maldonado**
Sales rep with Individual Quota - **Pamela Prince**
Latin Sales rep - **Jennifer Miranda**
Consulting Sales rep Enterprise/Industry - **Bonnie Aarons**
Global Enterprise Advisory Services (GEA) Highest % Quota Majors - **Kevin Dunne**
GEA Highest % Quota Non-Majors - **Robert Weber**
GEA Highest # of New Accounts - **Robert Weber/Joe Bekas** (tie)
Industry Installed Base Accounts - **Michael Pedrotti**
Industry New Business Accounts - **Randi Siegal**
Industry Major Accounts - **Pat Murphy**
Industry Major Accounts Team - **Amy Maldonado**
Industry Major Accounts Team - **Marjorick Foisy**
Enterprise Major Accounts - **Gary Nagle**
Enterprise Major Accounts Team – **Staffan Engstrom**
Enterprise Major Accounts Team - **Tina Adams**

PRESIDENT'S CLUB
Top Gun Coin Awards
Silver - 100% of Primary Plan
Enterprise
Bill Casey
Kevin Dunne
Robert Weber
Jennifer Miranda
Ann Marie Demers
Janic Higgins
Dorothy Merullo
Emilie Ingram
Erin McCue

Industry
Randi Siegal
Becky Pardo
Luisa Garcia

Gold - 110% of Primary Plan or $300K over primary plan
Industry
Michael Pedrotti
Simon Salamon
Alex Weis
Michelle O'Mahoney

Platinum - 120% of Primary Plan or $500K over primary plan
Enterprise
Grace Davis

Torr Lewis
Gary Nagle
Tina Adams
Karen Cash
Mary Davis
Bonnie Aarons
Caroline Raynaud
Lee Bilodeau

Industry
George Mahowald
Pat Murphy
Regina Walker
Monica Bennett
Amy Maldonado
Marjorick Foisy

Conferences
Laura Milewski

Top Gun Achievers
Grace Davis and Simon Salamon joined those who have consistently performed at the highest levels of achievement over time. Current members also include **Terri Bergstrom**, **Diane Elhilow**, **Ken Hoyt**, Pat Murphy.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

13

Elizabeth Heichler *IDG News Service*
Donna Cahill *IDG*

Heichler

12

Paul Smith *IDG Central Services*

11

Zsusza Krammer *IDG Hungary*
Patrick Gorman *IDC*
Karen Weiss *Network World*

9

Henrik Petersen *IDG Denmark*

7

Steven Gray *PC World*
Gillian Thompson *Macworld U.K.*

6

Denny Arar *PC World*

5

Javier Nieto *IDG Spain*
Herb Linden *IDG Games Media Group*
Craig Eastman *IDG Games Media Group*
Djuna Woods *IDC*

4

Michele Thomas *IDG Games Media Group*
David Rosenbaum *CXO Media*
Ellie Schwab *CXO Media*
Tom Spring *PC World*
Lucy Timms *IDC U.K.*
Albert Pang *IDC*
Francis Hare *IDC*
Nancy Parquette *Network World*
Jason Meserve *Network World*

3

Alan Anzalone *Mac Publishing*
Danny Allen *IDG Australia*
Grace Yeo *IDC Singapore*
Justin Katz *IDC*
Katherine Sullivan *IDC*

2

Amanda Trayes *IDG New Zealand*
David Kurtz *IDC Hong Kong*
Stephanie Merrill *IDG World Expo*

1

Stefan Dubowski *IT World Canada*
Matt Marshall *IDC U.K.*
Simona Nardulli *IDG Italy*
Alan El Faye *Bio-IT World*
Jeffrey Hyman *Bio-IT World*
Kelly Klagges *Bio-IT World*
Yong Peng *IDG*
Ana Bazdan *IDC Croatia*
Kresimir Alic *IDC Croatia*
Kay Watts *IDG Australia*
Christian Rüb *IDG Germany*
Mauro Lacerda Ferreira *IDC Brazil*
Ineke Kievit *IDG Netherlands*

Hyman

Any business unit wishing to have its employees' anniversary dates listed may send the appropriate information to *IDG World Update* at world_update@idg.com.

Sign up for your World Update PDF

IDG employees can now choose to receive their weekly issue in a low-res PDF format via e-mail. To sign up for this service, send an e-mail to the following address: join-idgwu_pdf@gclyris.idg.com. Do not write anything in the subject line or in the text field. For those readers who prefer the Web, go to IDG World Update Online at www.idgworldupdate.com. In addition to the weekly issue, there are back issues starting with August 1996, high-res and low-res PDF issues, an IDG events calendar, do-it-yourself classified ads, announcements and a Question of the Week. To access the World Update Online site, use your IDG Central login and password or sign up for one at World Update Online or IDG Central (http://idgcentral.com).

Executive Q&A

continued from page 3

GamePro.com for companies such as Sega of America and Capcom Entertainment, and we have five more microsites currently in the works that will be posted live in the next few weeks. Success is measured by a number of factors, including page views and visits, brand exposure on various feeds and ads on the front page of GamePro.com, and the huge response rates tied into the microsite's contests. We are proud to say that GamePro.com is on target to make its Q1 revenue plan. I predict in five years it will be one of the largest and most profitable assets in our portfolio of products.

Q How have the GamePro Action Figures fared in the marketplace?

A *GamePro*'s Action Figures are an exclusive toy line based on highly sought after characters and vehicles from popular video game titles, including games from Electronic Arts, Sega of America, and many more. The Action Figures line also includes toys based on *GamePro*'s editorial personas. The products are priced between $9.99 and $12.99 and are sold in retail stores nationwide including Wal-Mart and Electronic Boutique — and recently spotted on eBay as well! Each product package features *GamePro* editorial and branding — right on the box. The Series One line sold out and generated over $1 million in sales.

Q Do you work with other *GamePro* publications ?

A We are working closely with *GamePro* Germany and *GamePro* China to create strategies for promoting the brand internationally. We are planning a product line meeting in February 2003 in Germany. One of our main goals for this meeting is to help shape the long-term vision of the global positioning of the successful *GamePro* brand. *GamePro* has also partnered with *GameStar* at the E3 trade show each year in sharing resources and meeting room space while branding the IDG gaming publications. Next year's E3 show will be a collaborative effort in branding *GamePro*, *GameStar*, *GamePro* Germany and *GamePro* China. Also, *GamePro* is testing digital delivery through our partner Zinio. We plan to analyze the results of this test program and report back to the Executive Committee after the test is completed. Zinio's technology will be posted on GamePro.com this week with its own dedicated channel on the navigator bar to gauge reader interest and usability.

Additionally, I serve on the Operating Review Boards for *PC World* and *Macworld*, and stay in touch with all my IDG colleagues around the world regularly. To me the fabric of IDG is these relationships. Sharing knowledge and success from the "brain capital" that exists at the publishing, trade show, research and venture capital groups around the globe is the unique advantage that IDG has over all its competitors.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Tuesday, Dec. 10.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive IDG water bottles.

Fax your creations to 617-423-0712 or send them to world_update@idg.com.

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

Define IT

Did you have a *cookie* for lunch or merely *snake oil*? How did you spend your afternoon – *dithering, feathering* or *bump mapping*? Is your *FQDN* on the *UPnP*? Don't know what we're talking about? Make something up.

The world of information technology is jam-packed with strange terms and confusing acronyms. *World Update* invites you to add to the chaos by creating your very own definitions for some of these words and letters. To get the fun started, a $50 American Express gift check awaits the creative author of the funniest fake definition for:

guard time

Send your entries to world_update@idg.com by **Nov. 26**.

unpack DAM Qubit BLOB trigger big-ender zombie leaf heap kludge

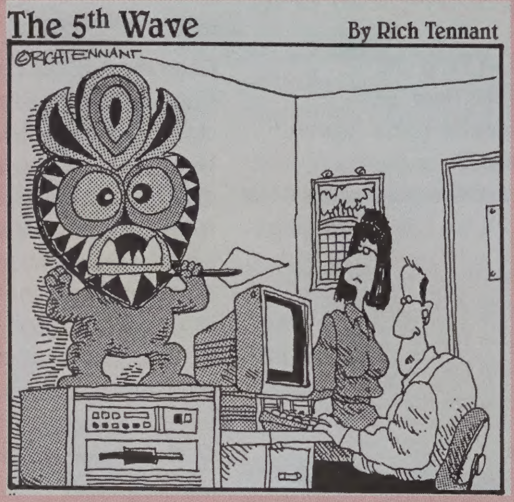
DoCoMo bump mapping Web clipping memory effect

Question of the Week ? ? ?

TV and online news sources get the nod. Respondents to last week's question, "Do you prefer to get your news from TV, radio, newspapers or online?" said TV and online (each getting 33% of the votes) and newspapers and radio to a lesser extent (17% each).

Be sure to log on to IDG World Update Online (www.idgworldupdate.com) for this week's question: **Compensation aside, what do you consider the most important reward/motivator at work?**

—Public recognition
—Increased responsibility/new projects
—Extra time off
—Note from manager



Happy birthday, Frank!

IDG Senior Vice President **Frank Cuttita** celebrated one of those milestone birthdays earlier this month. More than 70 friends, family members and colleagues gathered in a restaurant near Framingham, Mass., to properly toast the occasion. The decor included Frank buttons, Frank masks and life-sized Frank cut-out figures. Dress code for the guests? Frank-wear: jeans, khakis and sweater vests. Cuttita, a 16-year IDG veteran, is spearheading the pan-IDG aspect of the IDG LEADS program, among other sales efforts for the company.

The real ***Frank Cuttita*** *(left) and masked Frank wanna-be IGS President* ***John O'Malley****.*

50
Fabulous Years of Frank!

Then and now.

and finally..

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Anjte Käppel *K+S*
John O'Malley *IDG Global Solutions*
Sherry Pedrin *IDG Games Media Group*
Nancy Petkunas *Network World*
Ralph Peter Rauchfuss *Computerwoche*
Ruth Sager *IDC*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

25 NOVEMBER 2002
VOLUME 32, NUMBER 40

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

User-focused SNW Fall draws record number of registrants

STORAGE
NETWORKING
WORLD

ASA MATHAT

*SNW Fall was a great success thanks to (top, l-r): **Michael Meleedy**, manager, Strategic Programs and Events (SP&E), CW; **Joe Mola**, senior graphic design specialist, CW ; **Lynn Mason**, event operations specialist, CW. (Second row): Rick Bauer, CIO, The Hill School /SNW Fall 2002 emcee; Wayne Adams, SNW/SNIA Board of Directors, EMC; **Kate Davis**, event marketing coordinator, SP&E, CW; **Mike Mutrie**, manager, Systems Operations, CW; **Ron Milton**, SVP and GM, Strategic Programs, CW; **Pam Malingowski**, event program coordinator, SP&E, CW; **Rick Ciliberto**, facilities director, CW. (Third row): **Jennifer Luscomb**, customer service coordinator, SP&E, CW; Sheila Childs, chairman, Board of Directors, SNIA, Legato Systems; **Shari Redan**, administrative coordinator, SP&E, CW. (Bottom): **Leo Leger**, VP, Strategic Initiatives, SP&E, CW; **Derek Hulitzky**, director, Event Marketing and Conference Programs, SP&E, CW. Not pictured: **Ann Harris**, director, Sales and Sponsorship Marketing, SP&E, CW; **Brian Fuce**, manager, Program Operations, CXO Media.*

While general-interest trade shows are showing declining attendance, highly focused events and conferences with extensive education components such the Computerworld-produced Storage Networking World (SNW) are faring much better. Backed by the experience of hosting six previous SNW events in the U.S., Computerworld's Strategic Programs and Events group made last month's SNW Fall 2002 in Orlando, Fla., an event for the record books: 2,307 registrants was an all-time high for the SNW series, as was the tally of 82 registered members of the press. More than 90 sponsors and exhibiting companies participated making for a very busy expo.

Co-owned by Computerworld and the Storage Networking Industry Association (SNIA), SNW is the largest educational forum for IT professionals involved in enterprise storage management. It is produced twice annually in the U.S. and has expanded

continued on page 5

16th annual AGENDA reflects maturing IT industry

"The Invisible Empire" became visible at the recent AGENDA conference in Scottsdale, Ariz. Executive Producer James Fallows and a conference advisory board of IT industry luminaries developed AGENDA's "Invisible Empire" theme based on their belief that computers, software, telecommunications and their related technologies are no longer just an industrial sector but a modern industry themselves, one that is embedded in every business structure.

AGENDA® 2003
The Invisible Empire
October 13-15, 2002

"The information industry is all grown up" said **Karyn Kane Williams**, managing director, Conference Development, Network World Events and IDG Executive Forums, which produces AGENDA. "With that maturity comes the responsibility that superpower status brings. The goal of AGENDA 2003 was to prepare the leaders of today for the opportunities and challenges they face."

Now in its 16th year, the three-day, invitation-only AGENDA drew more than 250 senior IT executives to the Arizona desert to discuss the critical role technology plays in global business and chart the path of the IT industry in the year to come. According to **Robin Azar**, Network World VP, events and seminars, the annual conference has "tremendous" brand recognition and a loyal attendee base (see sidebar, p. 2). "Although, as the industry has shifted from 'PC-centric,' as was the case when AGENDA started, to the broader 'info-tech,' we've worked hard to attract new attendees. In fact this year, 33% of the audience was either brand-new attendees or had attended just once before."

Among the topics of discussion were regulatory issues, digital rights issues, Internet privacy and maturing business lines, among many others. Speakers and panelists included Rob Glaser, founder and CEO of RealNetworks, Inc.; Dan'l Lewin, corporate VP, Microsoft; Yale University Professor Daniel

continued on page 2

PCW Italia creates Web site to determine best PC game

Winner to be featured in new pocket-size PC World Italia Extras series

And the nominees are...

Chosen by a panel of PC World Italia gaming editors these games raced for the Best of the Millennium podium: Age of Empires, Asteroids, Baldur's Gate, Carmageddon, Civilization, Counterstrike, Diablo, Doom, Dungeon Keeper, Duke Nukem, FIFA, Flight Simulator, Grand Prix, Half Life, Lemmings, MechWarrior, Escape from Monkey Island, Myst, Pacman, Quake, Resident Evil, Sim City, Soldier of Fortune, Space Invaders, StarCraft, Tetris, The Sims, Tomb Raider, Ultima, Unreal Tournament, Warcraft, and Wolfenstein.

Can Lara Croft trounce Duke Nukem? Could Pacman take Tetris with one ghost tied behind its back? *PC World Italy* launched a Web site in October (www.topgamepro.it) to find out which PC game users think is the "Best of the Millennium." Escape from Monkey Island turned out to be the winner, and complete results will be announced in a special gaming edition of a new *PC World Italia* product, *PC World Italia Extra*, on Dec. 10.

Called TopGamePro, the contest began with 32 popular PC games, ranging from early ones such as Space Invaders to the latest three-dimensional games like Counterstrike. Games were paired randomly, and users voted for their favorite game of each pair. At the end of the first week the 16 games with the most votes moved on to the next week's round of pairings; this continued for five weeks.

PC World EXTRA
Speciale
videogiochi
IDG

Three more Extras are planned on Linux, audio/video and PC tips/tricks.

The site – which offered daily tallies of the current leaders and user chat forums — received an average of more than 8,800 unique page views per day. A total of 14,000 votes were cast. Thanks to a cross-site banner ad exchange, the site was linked to Italy's leading gaming sites, such as Nextgame.it, Multiplayer.it, and Fantascienza.com, which also promoted the contest and *Extra*.

The gaming-focused *PC World Italia Extra* will be the first in a quarterly newsstand series that will provide in-depth coverage of a single topic. The pocket-size magazine will be 196 pages, 40 of which are advertising, and have a print run of 60,000.

"Our goal with the Extras," said **Mario Toffoletti**, managing director of IDG Italy, "is to give more information about games during the holiday season, and more technical information on vertical markets such as Linux in the spring, an in-depth view on audio and video devices in the summer and a collection of tips and tricks in the autumn. Our clients are very enthusiastic about this project."

IDG Italy sees the *Extras* as a way to further promote the *PC World* brand and create an additional revenue stream. Furthermore, should IDG Italy consider launching a *GamePro* title (there is currently a games review section within *PC World Italia*) in the future, the TopGamePro site and the first *Extra* will promote awareness of that brand.

IDG Italy is selling ads in *Extra* at a slightly lower rate than *PCW*'s rate card and is offering a range of ad packages that combine ads in Extra with those in the regular *PC World* or PC World Online.

For more details contact Mario Toffoletti at mario_toffoletti@idg.it. WU

Secrets of success

What keeps IT executives coming back for more at AGENDA? According to this year's conference survey feedback:

- Access to industry executives.
- Quality of the attendees' profiles.
- Networking with peers.
- Thought-provoking presenters and topics.
- AGENDA's reputation within the industry.

AGENDA

continued from page 1

Gelernter; and author Michael Crichton. Vortex Executive Producer **John Gallant** moderated a Thought Leaders panel on the telecom sector.

Williams said that in the last few years AGENDA organizers have expanded their marketing efforts to include announcing more program content information ahead of time, usually via e-mail updates. "Up until a few years ago, the speaker list, theme and topics were not revealed prior to the conference. In light of a challenging economy and limited budgets, we made this change to help prospects get a really good sense of the value they would receive from attending."

She said they sent out e-mail previews of the Fallows' fireside chats with industry executives and asked attendees if there were specific issues they wanted Fallows to cover with that person on stage. Williams said they found that this helped the attendees better prepare for the conference and participate in it by providing input and commentary prior to it.

A new physical element of the conference introduced this year was an amphitheater seating arrangement. Azar said this allowed audience members to be more connected to what was happening on stage than they would be in the typical large conference room setting. AGENDA's format was also changed this year to allow for questions to be asked during the sessions instead of at a later question-and-answer session. "As a result, we had more audience participation that we've seen in several years," she said.

The next AGENDA will be Oct. 11-14, 2003, in Scottsdale, Ariz. For more information, contact Karyn Kane Williams at karyn@nww.com. WU

primer

back to basics

Online Ad Delivery

Andrew Hub, VP/Operations for IDG Communications, describes how online ads are placed and managed. He may be reached at andrew_hub@idg.com.

Online ad jargon

Ad trafficking
The function of managing site banner and text advertising inventories, including placing ads to appear on the site, evaluating and optimizing campaigns, providing technical review on site organization, testing ad creative and troubleshooting problems that occur.

Ad serving
The storage and strategic distribution of advertising products (such as banners or text e-mails) across a site, using either an in-house server or a third-party system such as Doubleclick's DART system.

Impressions
The number of times an ad is served to a browser.

Cost per thousand (CPM)
The amount charged to the advertiser per 1,000 impressions.

Inventory
The quantity of ads – or available impressions – that a given site has to offer for sale.

Rich media
Ads developed with advanced multimedia technologies, including scripts (JavaScript), animation and video (Flash, Bluestreak, Eyeblaster, Unicast and Enliven), and audio (Real Audio).

Q What steps have to happen for an online ad to appear?

A Advertisers need to provide a complete insertion order (including advertiser information, campaign run dates and impressions levels) and banner ad materials that meet the site's technical specifications. The ad traffickers test the ad materials to confirm the ad will run correctly, upload the ad materials into the ad server, and set parameters on the server for when the ad should run, where on the site the ad should appear and how many impressions should be delivered. To the extent an advertiser is using multiple creative, targeting different sections on a site, or having creative run at different times, setting up campaign to fulfill correctly can take considerable time. For many sites in the U.S., the Ad Operations group within IDG Communications handles this function, but some sites handle this function internally.

Q What does "ad position" mean in the online world and how is that specified and delivered?

A Ad position means the location within the site pages that the ad banner will appear. The position is usually based on the pre-determined layout of the site, such as banners at top, skyscrapers along right column, interactive messaging units within the center of page, etc. Special sponsorships or targeting of sections in the site or content using keywords can also be developed so advertisers can reach a more specific audience.

Q Why do business units use a third party such as DoubleClick to serve ads?

A Third-party ad servers can consolidate and serve a large, multi-site campaign from one common server so that campaign performance can be tracked and compiled through one service. Third-party servers also permit the hosting of large complex files and creative materials. The third-party servers host and compile all files and creative elements. To access these materials, redirect tags (which are basically simple HTML instructions) are created and posted on sites in lieu of ad creative. When an ad is served, redirect tags point to the server that houses the creative. This also allows advertisers to change creative across many sites quickly. Finally, third-party ad servers provide independent confirmation of campaign fulfillment.

Q What does it mean to manage ad inventory?

A Managing ad inventory is the ongoing review of impression levels, for the total site and special or targeted areas, for the current time period and months going forward. For campaigns currently up and running, managing ad inventory is making sure all campaigns are fulfilled. If there are not enough impressions to fulfill all campaigns in a month, you want to devote impressions to advertisers paying a higher CPM or campaigns ending that month. For campaigns ending later on, you can try to make up the difference the next month, although advertisers typically want impression levels to be relatively consistent over the campaign.

Managing ad inventory is also projecting impression levels and communicating that information to sales representatives and site teams, so sales people can sell as much inventory as available, while avoiding overbooking. Site impression levels can change over time. Multiple sales people have proposals out to different advertisers, not all of which will end up buying impressions on a site. Campaigns have different starting and ending dates. All these factors must be considered when developing projections, which are crucial to sites for maximizing revenues and avoiding the headaches of under-delivered campaigns.

Finally, managing ad inventory is stepping back and looking at what ad units, or sections of a site, are providing the greatest financial return to a site. Ad traffickers can help site developers and managers adjust impression levels on a site, increasing impressions for those ad units or areas that are providing the most revenue to the site.

Q What kinds of adjustments can be made during the course of an online ad campaign?

A Impressions are monitored through "real-time" reporting functions within the ad serving system. At any point in time you can check how many impressions have been delivered and whether a campaign is expected to under deliver, over deliver, or be on target (which is usually within 10% of the impression goal). By adjusting the number of ads to be served, or the priority of which ads should be served, campaigns can be fine tuned to avoid under or over delivery. Under delivery can be lost revenue to a site, as advertisers will only pay for actual impressions served. Over delivery can mean lost revenue if those impressions could have been sold to a different advertiser. Also, over delivery increases the costs to an advertiser or its agency, which is also paying a third party to track impression levels.

continued on page 7

New experts site makes IDG Denmark the No. 1 resource for IT users

Last month IDG Denmark acquired a new Web site for IT experts that rounds out the company's online offerings.

Characterized by its loyal audience of high-level IT professionals, www.eksperten.dk has a user profile that is 85% men with a technical or creative background. ("Eksperten" means "expert" in Danish.) The site has 50,000 registered users, and a substantial number include decisionmakers with IT purchasing authority. The main focus of the site is a Q&A format in which registered users can post IT-related questions and problems to be solved; content is a wide mix of programming, corporate IT and home computing topics. Other users provide the answers, which are viewable by all users. An average of 2,500 questions are posted weekly, and a typical question gets an average of 11 responses.

When a question is posted on eksperten.dk, users who have signaled an interest in that particular topic receive an e-mail alerting them that a question on that topic has been posted and another e-mail for an incoming response.

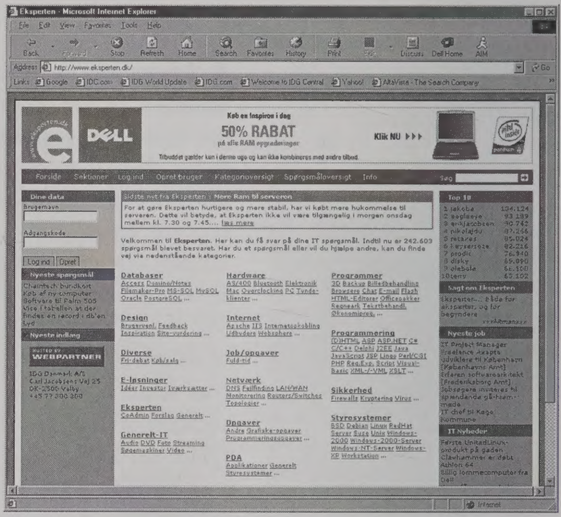
According to Sales Manager **Ervin Hansen**, the new site complements the *Computerworld Danmark* and *PC World Danmark* sites and each site helps boost traffic to the others. Eksperten.dk draws approximately two million impressions monthly, about 500,000 more than www.computerworld.dk.

Hansen said he thinks the experts site will benefit the Computerworld IT Jobs recruitment site (http://itjob.computerworld.dk) enormously once the staff has learned more about the users of eksperten.dk via an upcoming user survey. One example of that synergy: the most recent IT jobs coming into the recruitment site will also be posted on Eksperten.dk, with links back to the job site for more details.

"Since eksperten.dk is a Q&A site, where the slightly more hardcore users are found, we now have practically all user categories," Hansen said. "None of our competitors comes close to matching this range," he said. "IDG Denmark's sites now collectively represent the No. 1 online source for IT users."

In terms of advertiser interest, Hansen said they view the experts site not as competition to the other IDG sites but as another option that might better suit some advertisers' needs. IDG Denmark plans to introduce design changes to make eksperten.dk look more like other IDG sites.

Contact Ervin Hansen at e.hansen@idg.dk. WU


Eksperten - Microsoft Internet Explorer
File Edit View Favorites Tools Help
Back Forward Stop Refresh Home Search Favorites History Print Edit Discuss Dell Home AIM
Address http://www.eksperten.dk/
Links Google IDC.com IDG World Update IDG.com Welcome to IDG Central Yahoo! AltaVista - The Search Company
DELL
Køb en Inspiron i dag
50% RABAT
på alle RAM opgraderinger
Klik NU ▸▸▸
Tilbuddet gælder kun i denne uge og kan ikke kombineres med andre tilbud.
Forside Sektioner Log ind Opret bruger Kategorioversigt Spørgsmåloversigt Info
Søg
Dine data
Brugernavn
Adgangskode
Log ind Opret
Nyeste spørgsmål
Nyeste indlæg
WEBPARTNER
Top 10
Sagt om Eksperten
Nyeste job
IT Nyheder
Databaser
Hardware
Programmer
Design
Internet
Programmering
Diverse
Job/opgaver
E-løsninger
Netværk
Sikkerhed
Eksperten
Opgaver
Styresystemer
Generelt-IT
PDA
Internet

Sidste nyt fra Eksperten : Mere Ram til serveren

For at gøre Eksperten hurtigere og mere stabil, har vi købt mere hukommelse til serveren. Dette vil betyde, at Eksperten ikke vil være tilgængelig i morgen onsdag mellem kl. 7.30 og 7.45.... læs mere

Velkommen til **Eksperten**. Her kan du få svar på dine IT spørgsmål. Indtil nu er 242.603 spørgsmål blevet besvaret. Har du et spørgsmål eller vil du hjælpe andre, kan du finde vej via nedenstående kategorier.

An average of 2,500 questions are posted weekly on eksperten.dk, and a typical question gets an average of 11 responses.

Users vie for top expert ranking

The users who take the time to answer questions on eksperten.dk don't toil in anonymity. Users get points for participating, and a box in the upper right corner of the home page tallies the Top 10 participants. There's a friendly competition to be No. 1, where, according to Sales Manager **Ervin Hansen,** pride and fame are at stake.

The person who posts a problem or question decides how many points his or her question is worth and awards points to the various respondents according to the quality of their answers.

Each of the Top 10 names links to a page where users can include information about themselves, both professional data (resumes, professional affiliations, IT specialties, etc.), as well as personal interests as a way to build a sense of community among the users.

IDG Hungary creates company newsletter for clients

As an extra effort to enhance communication with customers and partners, IDG Hungary launched its own monthly company newsletter in October. *IDG Hungary Update* chronicles a range of news including staff profiles and changes, results of circulation audits and readership surveys, new features within IDG Hungary's publications and the company's future plans.

More than 600 copies are sent to clients, agencies and major Hungarian IT distributors. The print run will increase when the company participates in IT shows or other events. Edited by Sales Support Manager **Csaba Melovics**, the four-page newsletter is in an A4 format, full-color, on uncoated stock.

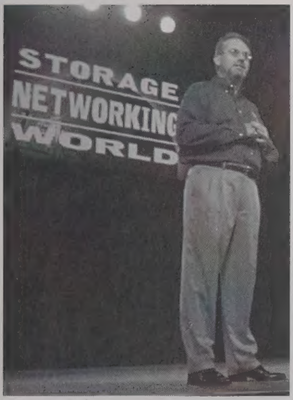
Melovics said the newsletter is a way to bring the company closer to advertisers and to reinforce IDG Hungary's strong and stable presence in the marketplace. He also views it as a vehicle to attract the attention of potential new customers in the IT sector as well as media agencies for consumer products that, he said, have been slow to recognize the potential of IT publications as a viable medium for lifestyle products.

The first issue included a profile of *CW Számítástechnika*'s and *Gamestar*'s new editors-in-chief, survey results showing *PC World Hungary* is the country's best-read IT magazine, highlights of the top 50 IT companies profiled in *CW Számítástechnika*; the record number of *GameStar* copies sold in August, growth in online visitors, new online sponsorship opportunities and microsites, and a spotlight on Samsung, the first in a series of client profiles.

For more information contact Csaba Melovics at melovics@idg.hu. WU

IDG HÍRLEVÉL

*New CW SZT Editor-in-chief **Maria Lakatos** and IDG Hungary Managing Director **Istvan Biro** are on the cover of the first IDG Hungary Update.*



CW SVP/GM, Strategic Programs ***Ron Milton*** *welcomes attendees.*

The storage scene

The Disk Storage Systems hardware market is expected to decline 18.9% worldwide in 2002. On the face of it, that fact would seem to spell doom for a storage event. One notable bright spot, however, according to IDC VP/Storage System Research **Rick Villars**, is that overall spending on storage networking infrastructure and storage software continues to rise at a healthy pace. For instance, the June 2002 forecast shows that storage resource management software is predicted to grow an impressive 24% between 2001 and 2002 and Storage networking hardware is expected to grow 4.9% in the same period.

"This tells us that companies are spending money to better connect (through storage-area networking infrastructure) and better utilize (through storage management) the storage that they do have, and they believe these investments can pay big dividends in a very short period," Villars said. "It appears attendance is up at Storage Networking World because companies see the event as a place where they can learn more about how to achieve meaningful gains through relatively modest investments."

SNW Fall

continued from page 1

to Tokyo, France, Hong Kong and Bejing. The event features SNIA-developed tutorials as well as business and technical tracks for end users that address their most pressing storage concerns and their solutions. Attendees represent a range of IT users including CIO, CTO, IT manager and enterprise architects.

"[IDG Chairman] **Pat McGovern**'s tried and true philosophy of creating valuable content, charging for it and subsequently creating an environment for happy sponsors is alive and well at SNW despite the tough economy," said Computerworld SVP/GM, Strategic Programs **Ron Milton**.

Logistical and program details clicked on all cylinders for Computerworld organizers. The registration area not only processed a record number of registrants but also did it quicker than ever, thanks to having the registration server on site. In the past, checking and logging registration information at the booth was done over the Web, and as a result response time was fast but not instantaneous.

Exhibitors praised the availability of an effective barcode lead tracking system and the quality of the attendees. To easily gather leads, exhibitors scan the badges of attendees who have visited their booth in search of information. Mailing and demographic data are housed in a database maintained by a service provider, and exhibitors can access the content information immediately following the event.

The opening session featured Geoffrey Moore as the keynote, the most prominent speaker to address an SNW event. Moore, chairman and founder of The Chasm Group LLC, a consulting practice that provides business and marketing strategy services to technology businesses, is best known for his seminal 1991 book *Crossing the Chasm*, a highly regarded text on the life cycle for technology adoption. His presentation focused on "How to Creatively Apply IT in Today's Economy."

While SNW has always been able to attract users in addition to vendors, financial analysts and press, program content at SNW Fall 2002 was more user-focused than ever, according to Computerworld's Director of Event Marketing and Conference Programs **Derek Hulitzky**. "To create maximum value for our sponsors, we needed to assemble an important community of end users onsite, and we found that making the program more user-focused helped achieve that goal," he said. He also noted that the end-user focus was a draw for press attendance, since reporters are looking for information and products that are most useful for customers.

And users had a lot to listen to overall: SNW had more than 120 speakers and panelists on the agenda. Hulitzky said that given SNW's prestige in the industry, a substantial number of people reply to the formal call for presentations. Those interested participants, as well as Computerworld's ability to tap the users it knows ("a huge component that Computerworld brings to the table"), makes for an exceptional collection of people to feature on the program, he said.

"Gartner [which previously had the industry's leading storage event before SNW debuted in 1999] is no longer the viable competitor it once was," he said. "TechTarget had weaker year-over-year participation at their recent Storage Decisions event, while SNW Fall 2002 was stronger than ever."

The next SNW event in the U.S. will be held April 13-16, 2003, in Scottsdale, Ariz. For more details contact Ron Milton at ron_milton@computerworld.com.

Case study winners to be profiled in *Computerworld*

The recent Storage Networking World featured a new element: the Best Practices in Storage awards program.

More than 500 IT end-user companies and organizations responded to an initial call for nominations that was broadcast to all SNIA member companies and to *Computerworld* subscribers responsible for storage solutions at their businesses. Thirty finalists were evaluated based on case study submissions that profiled the company, its IT department and storage challenges, application deployment details and summaries of key equipment used.

The six-person panel of judges included *Computerworld* Editor-in-chief **Maryfran Johnson**, CW VP/Strategic Initiatives **Leo Leger** and IDC VP/Storage System Research **Richard Villars**. Two winners were then named in each of the following categories: Systems Implementation, Storage Reliability, Data Recovery, Financial Return and Innovation and Promise.

Leger hosted the ceremony honoring the 10 winners during which summaries of the case studies were presented. Participants gave the program rave reviews for giving them the incentive to more thoroughly analyze their storage management strategies and gain national recognition for their solutions.

The winning companies will be profiled in a custom-published supplement appearing in *Computerworld* later this year.

For more information contact Leo Leger at leo_leger@computerworld.com.

noteworthy people

IDG WORLD UPDATE

McKie

Promotions

PC World Human Resources Representative **Julie McKie** has been promoted to senior human resources representative. "Julie joined PC World as HR assistant in the dotcom-crazed days of July 1999. She has continued to succeed at anything we put in her path," said PCW Director, Human Resources **Kate Coldwell**. "This promotion acknowledges objectives completed and the new work she has willingly accepted, as well as the positive feedback we hear about her from the PC World staff, grateful for the thoughtfulness and good humor she brings to work each day."

New employees

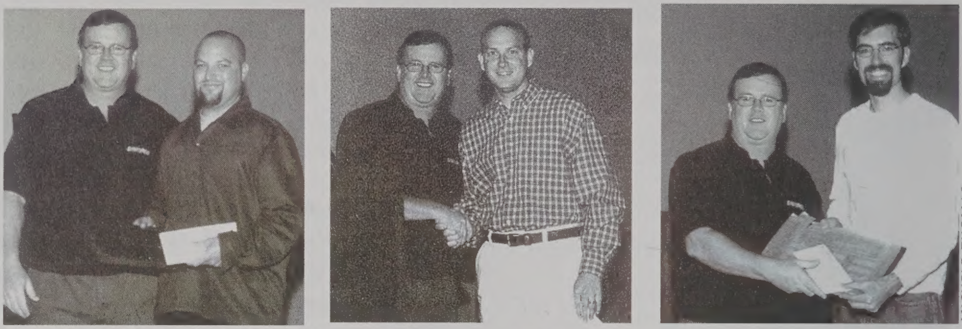
Bill Hanck has joined Computerworld as an account director working out of the Irvine, Calif., office. He was previously national sales manager for CMP Media. Bill has a B.S. in psychology from the University of Iowa. The proud father of a 2 ½ -year-old son and another on the way, Bill enjoys volunteer work, skiing, running and working out in his spare time.

Transfers

Howard Ma, formerly project manager/IDG Global Solutions for the Infopro Group in Taiwan, has signed on with IDG Hong Kong as sales manager.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDG Games Media Group honors three employees for exemplary performance in FY2002


MICHELE THOMAS

*IDG Games Media Group President & CEO **John Rousseau** presents (l-r) the President's Award for Employee of the Year to **Craig Eastman;** the Revenue Champion Award to **Jeff Spitzer;** and the GamePro Excellence Award to **Ryan Meith**.*

IDG Games Media Group recognized three outstanding performers at its fiscal year kick-off meeting last month. Director of Online Product Development **Craig Eastman** earned top honors as the winner of the 2002 President's Award for Employee of the Year. Attributes of the winner are "exceptional performance, acts as a role model, represents the company in a positive manner, is professional, confident, takes pride in their work and the company, is empowered, gets things done and takes the time to work with their peers and other departments."

"Craig's work ethic, enthusiasm, and passion are the foundation on which GamePro.com has been built," said **John Rousseau**, Games Media president and CEO. "He continues to drive this important business for our business unit, and I am extremely proud to announce his winning our annual President's Award." In addition to having his name engraved on Games Media's President's Award plaque, Eastman received a $500 American Express gift cheque and a custom leather *GamePro* jacket.

Controller **Jeff Spitzer** received Games Media's Revenue Champion Award (as well as a $250 AmEx gift cheque) for the fourth quarter of FY02. "Jeff has done an outstanding job working with all of our department heads on their FY03 budgets along with his tireless efforts to assist our sales and circulation team on contests and promotions," Rousseau said. "While he may not be making direct-contact sales calls with our clients, he is certainly working behind the scenes to drive revenues."

Games Media senior management chose Production Coordinator **Ryan Meith** as the recipient of the GamePro Excellence Award (and a $250 cheque). "Ryan was nominated for this award by his peers because of his outstanding work in closing our largest issues of the year," Rousseau said. "Ryan can be counted on to always be there and makes sure nothing falls between the cracks. He also dedicated his award to his wife — smart guy!" WU

Framingham rail trail group seeks members

A citizen committee in Framingham, Mass., needs a representative or two from a local business to help make a proposed biking/jogging rail trail a reality.

Since the Cochituate Rail Trail would start near Rte. 30 and run parallel to Speen Street and directly behind 500 Old Connecticut Path, employees from nearby IDG offices would have easy access to the trail.

The committee is negotiating a long-term lease for the state-owned land and is reviewing contracts for construction work associated with the trail. Liaison work with local businesses may be among the new members' responsibilities.

The committee meets once a month at the Framingham Town Hall. For more information contact Loretta West at lwest@hoffmaninsurance.com or tel: 781-235-0087.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Laura Kunzmann *IDG Germany*

21

Sheryl Merchant *IDG Global Solutions*

17

Frank Cutitta *IDG*

14

Sally Reinfeld *IDG*

12

Wayne Silverman *PC World*

9

Shelly Reimer *IDG Games Media Group*
Todd Simms *IDG Central Services*

Reimer

8

Stuart Needels *IDG*
Timothy Greene *Network World*

7

Lisa Munroe *CXO Media*
Jamie Eckle *Computerworld*
Timothy DeMeo *Network World*
Deborah Lovell *Network World*

DeMeo

6

Leilani Lopez *IDG Recruitment Solutions*
Diane Bobbitt *IDG*
Mike Draper *Network World*
Aimee Jacobs *Network World*
Paul McNamara *Network World*

5

Amy Harris *IDC*

Harris

3

Arin Hailey *PC World*
Eric Dahl *PC World*
Karen Leverington *IDG Australia*
Neil Bennett *Digit U.K.*
Aramis Jordan *IDG World Expo*
Kelly MacCaffrie *IDG World Expo*
Robyn Small *IDG List Services*
John Russell *Bio-IT World*

2

Kasey Macmullen *Mac Publishing*
Sean Greathouse *Mac Publishing*
Heiko Klinge *IDG Germany*
Daniel Fleischer *IDC U.K.*
Vicky Hawkesworth *IDC U.K.*
Rogier Mol *IDC Benelux*
June Harmon *IDG Denmark*
Benjamin Camm-Jones *PC Advisor*
Levent Toros *IDC*
Carols Felipe Rezk *IDC*
William Joyce *IDC*
Brett Cough *Network World*
Angela Norton *Network World*

1

Faye Devlin *IDC Singapore*
Neeley Casserly *Macworld U.K.*
Tim Steffen *IDG Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Online ad operations

continued from page 3

Q **Which kinds of ads are most effective?**

A The most effective ads are typically interactive (rich media) campaigns, "call-to-action" campaigns (free offers, sweepstakes, downloads), text links, and e-mails where the user has already opted in and expects the informative advertising message. However, effectiveness differs by site. For example, many consider pop-up ads as intrusive and not appropriate for sites geared towards an IT professional audience. On other sites like GamePro.com, pop-up ads do very well, with good click-through rates for advertisers.

Q **What resources are available within IDG to learn more about the ins-and-outs of Web advertising?**

A IDG Ad Operations encourages internal group consultation and periodic meetings to share on-going research results, testing information, best practices and site successes. In addition, we are planning a Web site to share our insights and link to other technical resources for reference. We are also available to answer questions – the best way to reach the Ad Operations teams is at webtraffic@idg.com. WU

Manager/Ad Operations ***Kevin Burt*** *and Online Project Manager* ***Nathan Don*** *assisted with the answers and definitions for this column.*

Coming up

U.K. Business Intelligence & Data Warehousing Conference
Dec. 5
One Whitehall Place
London
http://emea.idc.com/ukbi

Macworld Expo & Conference
Jan. 6-10
Moscone Center
San Francisco
www.macworldexpo.com

WirelessWorld Conference & Expo Singapore 2003
Jan. 9-10
Suntec Singapore
www.wirelessworld.com.sg

Mobile & Wireless World
Jan. 12-15
Renaissance Esmeralda Resort
Indian Wells, Calif.
www.computerworld.com/mww

Asia/Pacific IT Forum
Jan. 21
Suntec Singapore International Convention and Exhibition Centre
Suntec City
Singapore
www.idc.com/events

LinuxWorld Conference & Expo
Jan. 21-24
Javits Center
New York
www.linuxworldexpo.com

Asia/Pacific IT Forum
Jan. 23
Beijing China World Hotel
Beijing
www.idc.com/events

Enterprise Value Retreat® & Awards Ceremony
Jan. 26-29
Marriott Desert Springs
Desert Springs, Calif.
www.cio.com/conferences

COMNET Conference & Expo
Jan. 27-30
Washington Convention Center
Washington, D.C.
www.comnetexpo.com

Computerworld Premier 100 Leaders Conference
Feb. 9-11
Marriott Desert Ridge
Scottsdale, Ariz.
www.computerworld.com/p100

celebrating 10!

Name
David Wren

Home
Burnley, Lancashire, England

Joined IDG
March 1991 as Circulation Manager

Career path
Joined Europress in March 1991 (subsequently purchased by IDG) as circulation manager and was promoted to circulation director in March 1992.

Current title
Circulation Director, IDG Communications U.K., Ltd. I manage the circulation and distribution of *PC Advisor*, *Macworld* and *Digit* along with our distributor Comag to achieve the maximum market share and copy sales revenue.

Best part of your job
Travelling and meeting people in the news trade.

Best way someone could compliment you on your work
Professional.

Best piece of advice you've ever received?
Understand the politics but do not get involved in the politics.

Interests outside the office
All sports, reading and travelling.

Family
My wife Lynda and I have been married 28 years and have three children: Paula Louise, 26, Peter Adam, 23 and Andrew David, 19.

Most rewarding thing you've ever done?
Attending the birth of our three children.

Fantasy job
Caddie to Tiger Woods in the U.S. Masters.

Five people — living or dead — you'd invite to a dinner party?
The Pope, Newcastle United Manager Bobby Robson and star player Alan Shearer, Elvis Presley and golfer Nick Faldo.

As a kid, what did you want to be when you grew up?
Professional footballer.

First job?
Trainee manager at Surridge Dawson Wholesale Newspapers and Magazines.

One possession you'd grab if your house were on fire?
Golf clubs.

What book is on your nightstand?
Mick McCarthy's World Cup Diary.

IDG Communications U.K. Circulation Director ***David Wren*** *(l) recently celebrated 10 years of service to the company with IDG Chairman* ***Pat McGovern*** *at a dinner at London's Ritz-Carlton.*

Favorite vacation spot?
The Algarve on Portugal's southern coast.

If you won the lottery tomorrow, you would
Retire to the Algarve.

Manager's profile
"David has more knowledge and experience of newsstand distribution than the combined circulation departments of all our competitors. He is our man on the front line, feeding back reports and recommendations as he tirelessly covers huge areas of the country. All the key retailers and distributors know David well, and he has grown relationships that allow IDG to glean valuable information. David is hugely entertaining to be with, and he is held in great affection by all members of the staff."
— *David Fernando, publisher, PC Advisor*

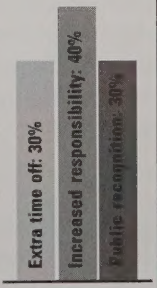
And the trivia winners are...

IDG Travel and Housing Services Travel Counselor **Laurie Horn** and IDG Senior HR Assistant **Jennifer Carty** are the winners of the IDG Trivia contest that appeared in the Oct. 8 issue of *IDG World Update*. They will receive snazzy IDG lunch bags. Congratulations!

Question of the week

With money taken out of the mix, the votes were fairly evenly split in terms of how people prefer to be rewarded for outstanding performance, but increased responsibility and new projects beat out extra time off and public recognition by a nose.

Be sure to visit www.idgworldupdate.com and vote on this week's question: If cost were not an issue, would you use the Segway human transporter?



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Michelle Criscenzo *IDC*
Nicole Felker *IDC*
Jon Guloyan *IDC*
Michelle LaJeunesse *IDC*
Sophie Pietras *IDG Italy*
Kristin Shackelford *IDG Games Media Group*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

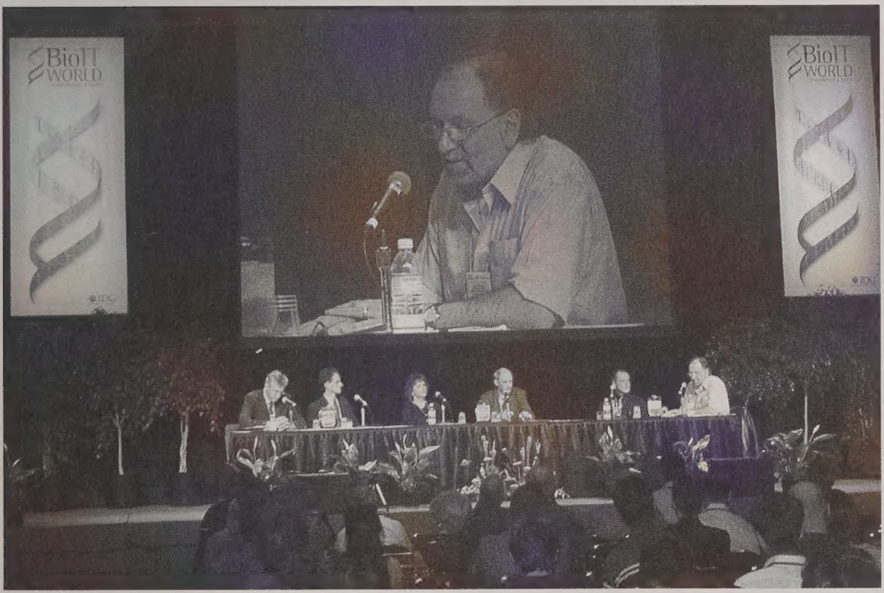
2 DECEMBER 2002
VOLUME 32, NUMBER 41

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

BioIT World expo makes strong debut on West Coast

With one of California's highest concentrations of pharmaceutical and biotechnology companies, the city of San Diego was selected to host the first BioITWorld Conference & Expo to be held on the West Coast earlier this month. Some 3,000 biotechnology, academic, government and life science professionals flocked to the San Diego Convention Center for the three-day event that featured the products and services of 90 exhibiting companies.



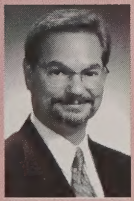
*The event featured two symposia open to all registered attendees. On the first day, IDC Group VP, Worldwide Systems and Life Sciences Research **Debra Goldfarb** discussed IDG's State of the Marketplace on the Convergence of Biology and IT. On the second day, a panel (above) moderated by Dr. Rainer Fuchs, VP, Biogen Inc., explored Organization and Governance of Life Science Informatics -- Ingredients for Success.*

Companies exhibiting at the expo included Avaki Corp., Convera, Edgewater Technology, EMC Corp, geneticXchange, IBM, J.D. Edwards, Sun Microsystems, Linux NetworX and Network Appliance. "We are excited to expand the BioITWorld Conference & Expo brand, and exhibitors and attendees gave us very favorable reviews," said IDG World Expo President & CEO **Charlie Greco**. "There's already a lot of anticipation for the next BioITWorld in Boston next March."

Attendees jammed the keynote address delivered by Dr. J. Craig Venter, president of the Center for the Advancement of Genomics, who drew from his own experience in genetic research to demonstrate the role of supercomputing and bioinformatics in genomics. Also addressing attendees were Howard Asher, director of Global Life Sciences at Sun

continued on page 4

IDG Professional program focuses on leadership training at all levels



Edman

"All business is trust, and the most effective leaders are those who first earn their group's trust and then never ever betray it. There are certainly other qualities that great leaders possess, but I really believe inspiring trust to be one of the most important. You just can't let the group down."
*— PC World President & CEO **Jeff Edman***

The IDG Professional, an IDG corporate training program designed to cultivate leadership skills at all levels within the organization, took place for the third time last month with 23 participants in San Francisco. During two days of discussions and exercises with outside consultants and IDG executives, attendees explored various leadership components from different angles, evaluated their leadership strengths and pinpointed areas for growth.

Paula Taylor, president of The Taylor Group, an Oakland, Calif.-based training and consulting company, guided employees as they examined the differences between leaders and managers, identified characteristics of successful leaders and worked on developing and articulating their own personal and professional visions.

On the second day, PC World President & CEO **Jeff Edman**, PC World VP/Editorial Director **Kevin McKean** and Mac Publishing President & CEO **Colin Crawford** shared their insights on leadership traits, characteristics and perspectives over lunch and during presentations to the group (see sidebars p. 1, 5).

A component on developing personal resilience was a new addition to this session of The IDG Professional. "As with all our corporate programs, content is modified to reflect and be responsive to business changes and to the needs of our program audiences," said Corporate Training and Development Specialist **Laurie Parsons**. "The resiliency component is an example of this responsiveness." Employees explored how remaining strong in the midst of

continued on page 5

in brief newsworthy

IDG Australia dominates annual Bell Awards with nine wins, 22 total awards

IDG Australia dominated the seventh annual Bell Awards for Publishing Excellence awarded last month by the Australia Business and Specialist Publishers Association (ABSP).

IDG titles won nine of the 30 categories, more than any other publisher. Included among the wins were "Business Writer of the Year" to **Georgina Swan**, writing in *Australian Reseller News* (*ARN*) and *Channel X*, "Best Newcomer to Journalism" to **Melissa Trudinger** of *Australian Biotechnology News* (*ABN*). *ABN* was also named "Business Magazine Launch of the Year" and "Best Electronic Publishing Launch" for its Web site.

Australian Biotechnology News' ***Melissa Trudinger*** *named Best Newcomer to Journalism.*

CIO won awards for "Best Analytical Writing" and **Linda Kennedy**'s editorials won "Best Opinion Segment Series." For the third time in four years, *ARN* won in "Best Product Information Series."

In the awards for marketing and advertising, *PC World* was recognized for "Business Advertisement of the Year" and *Computerworld* won "Business and Specialist Marketing Advertising Campaign of the Year."

IDG
COMMUNICATIONS

IAN SHARPE

IDG Australia staff members who helped the company bring home nine Bell Awards for publishing excellence include: (front row, l-r): ***Agnes King, Georgina Swan*** *and* ***Linda Kennedy****. Back row:* ***Iain Scott, Andrew Brimingham*** *and* ***David Beynon****.*

Including the certificates recognizing highly commended publications, IDG walked away with 22 awards.

"2002 will be remembered as a year of great challenges that were met and overcome by the tremendous efforts of the IDG Australia team," said Managing Director **Don Kennedy**. "To receive recognition for editorial, online, sales, production and general publishing excellence shows how the entire team here faced the problems of the past year with talent, effort and dedication. It is a proud and defining moment for us all."

The ABSP Bell Awards recognize and reward excellence in business, specialist and custom publishing. Awards are presented in categories including: publishing; editorial & journalism; marketing & promotional; advertising; and graphics, printing & production.

This year's Bell Awards for Publishing Excellence attracted a record number of nominations. WU

New *InfoWorld* CTO recognition program fosters peer-to-peer relationships

CTO 25 Most Influential CTOs

InfoWorld honored its audience last month with its first 25 Most Influential CTOs awards dinner. Held in a penthouse suite at The Clift Hotel in San Francisco, the event celebrated the leaders of the chief technology officer community, as chosen by InfoWorld's CTO Advisory Council and editors. Aside from its CTO of the Year award, it is the weekly's highest honor.

"The dinner is a way to honor CTOs from a wide variety of industries," said CTO Media Executive Editor **Eve Epstein**. "From an editorial standpoint, it gives our editors and writers a chance to meet face to face with our readers and sources. Since InfoWorld is looking for ways to foster the CTO peer experience, it also gave CTOs a chance to meet with each other, and many of them commented on how invigorating and inspiring they found the peer-to-peer contact."

The invitation-only event drew 23 of the 25 winners and the three runners-up, along with senior members of the InfoWorld editorial and sales staffs. Hal Varian, dean of the school of information management and systems at the University of California/Berkeley, was the evening's speaker and was introduced by InfoWorld Test Center Director **Steve Gillmor**. InfoWorld CTO **Chad Dickerson** also spoke on the value of creating a peer network.

The 25 CTOs who were chosen will appear in *InfoWorld*'s "25 Most Influential CTO" issue on Dec. 9, which includes profiles and photos of the winners. Further information on the winners will be available online at www.infoworld.com/cto on the 9th, as will an online-only column by Varian on "The Economics of Innovation: Examining Today's Boom and Bust Cycles in the Context of History." There will also be two live online forums that week. On Dec. 12 Varian will moderate a forum on "Building the IT Workforce," and on Dec. 11 Dickerson will moderate "Defining the CTO's Influence."

For more information contact InfoWorld Marketing Communications Specialist **John Richards** at john_richards@infoworld.com. WU

For details on the selection criteria and judging process read this article online at www.idgworldupdate.com.

Q and A executive

Trino Ramos

IDG International Publishing Services VP/Latin America is this week's guest columnist. Reach him at trino_ramos@idg.com.

PC World Latin America/IGS Latin America at-a-glance

Location Miami

Year established 1995

Web site www.pcwla.com

Number of employees eight

Latest accomplishments
The IDG Global Solutions team made plan in FY02. The editorial team took on production of the *PC World* editions in Argentina and Central America and has maintained the publications while IDG looks for new partners in these areas.

Q What is the PC World Latin America (PCWLA) editorial core?

A The PC World Latin America editorial core offers to the *PC World* publications in the region the ability to serve their readers and clients with a unique editorial formula. This approach combines the best of *PC World* U.S. with articles that have a regional perspective and reflect the products, services, trends and common market within Latin America. These 88 pages are delivered every month to the countries complete and ready to print. The efficient work-flow system in place allows us to work on the Spanish version as the pages are produced by our friends at *PCW* U.S., so the Latin America editions come out at the same time with a lot of the same content. To the regional folio, our partners add pages with local content and print the magazine locally.

Q IDG has long avoided regional publications. Why has this approach been successful in this market?

A PC World is not a regional publication in Latin America. There is a common editorial core to each edition in the region, but each country adds unique local content and publishes a truly local edition. This approach works because Latin America is a special market united by a common language in all of the countries except Brazil. In this Spanish-speaking market there is a large penetration of U.S. and Asian companies and a weak presence of local IT players. Readers and vendors alike need a regional view along with local data.

Q How do *PC World* editions in Latin America stack up against the competition?

A The editorial quality and marketing strategy developed during the last few years have positioned *PC World* as the leading IT publication in all the Spanish-speaking markets of Latin America. *PC World* outperforms the competition in terms of ad page share, readership and virtually every other metric. A good example is Mexico where Televisa, the Mexican company that publishes *PC Magazine* for Latin America, is our closest competitor. In Mexico we have expanded our market share from 54% in FY01 to 74% in FY02.

Q What value has the PC World Latin America Awards program brought to your business unit?

A The PC World Latin American Awards recognize outstanding PC products and services in the region. In four years it has become the benchmark for successful products and services in Latin America. The awards program is probably the most broad-based such program in IDG. A panel of 22 judges, two from each of the 10 local editions of *PC World* in Latin America as well as two from the PC World Latin America office in Miami, select the winners using a common set of criteria including product functionality, innovation, distribution, availability and technical assistance. The very broad base of judges from across the region gives the program its tremendous credibility. In the recently concluded fourth edition we had 231 products nominated by 70 IT companies (see *IDG World Update*, Oct. 28, 2002).

Q How have PCWLA's series of editorial specials helped sales?

A We plan and develop Special Reports based on the needs of our readers. IT companies that want to reach readers interested in specific products or services find these specials attractive as a very targeted advertisement medium. The readership is what attracts the advertisers.

Q What is the mission of IDG Global Solutions Latin America?

A IGS Latin America is responsible for ad sales to the U.S.-based IT companies into the Latin American editions of all IDG publications. We offer to those clients the convenience of a specialized staff, knowledgeable about the region, who provide a single point of contact for sales into all of Latin America. Again, because of the unique nature of this region, advertising sales from our team represent more than half of the total ad pages of *PC World* in most countries. Having IDG Global Solutions Latin America and PC World Latin America together allows us to operate more like a true publishing unit.

Q How does it look for FY03?

A We expect to make plan again this year, even with a significant budgeted increase in sales revenue, in what most experts predict will be a flat market. We will continue to sell the fact that IDG is the only company capable of providing total solutions for our customers in Latin America.

Q What was the secret to having an above-plan, profitable year last year?

A There is no secret: The winds of the market rule. The difference between a profitable year and a bad one depends on your ability to adjust the sails to those winds. And to do it in time.

BioITWorld

continued from page 1

Microsystems, who focused on the increasing penetration of regulations into virtually all aspects of a life science company's operations, and **Debra Goldfarb**, IDC group VP, Worldwide Systems and Life Sciences Research, who presented a state-of-the-market address on the convergence of biology and IT.

Bio·IT World MAGAZINE
BioIT WORLD
BEST of SHOW
NOVEMBER '02 • SAN DIEGO
TECHNOLOGY IN THE LIFE SCIENCES
BioIT WORLD CONFERENCE & EXPO

Bio•ITWorld Executive Editor ***John Russell*** *prepares to introduce the winners of the expo's first Best of Show Awards program.*

Attendees could pick from among 23 conferences, eight workshops and three Birds-of-a-Feather meetings, which drew groups of attendees with similar interests for informal discussions on informatics infrastructure, Web services and grid computing. According to IDG World Expo Conference Manager **Robert Ricchi**, the most popular sessions included:

- Building Capabilities in R&D, presented by Shawn Ramer of Bristol-Myers Squibb.
- Data Integration Technologies: Providing the Gateway to Life Science Data and the Keys to InSilico Drug Discovery by Brian Donnelly from geneticXchange. This session explored the new generation of data integration technologies that are streamlining the life science data integration process.
- The Bioinformatics Dilemmas, delivered by Charles-Andre Brouwers from The Boston Consulting Group. Brouwers discussed how the rapid evolution of bioinformatics, driven by changes in technology and in discovery processes, magnifies the uncertainty and raises the stakes in IT investment decisions, a fact that must be weighed against the missed opportunities inherent in waiting for the dust to settle.

New to this event were the BioITWorld Conference & Expo Best of Show Awards. Presented in conjunction with *Bio•ITWorld* magazine, the event's flagship media sponsor, the awards honored companies in four technology categories: Information Technology Infrastructure, Informatics Tools and Data, Supporting Applications and Knowledge Management. The winners, selected by a panel of judges led by *Bio•IT World*'s editors, were EMC Corp., Gene Network Sciences, Chemical Computing Group and SciTegic, respectively. The awards were presented at a well-attended VIP cocktail party co-sponsored by *Bio•ITWorld* magazine and IDG World Expo.

Additionally, 11 of the industry's hottest start-ups presented their business plans at the BioITWorld Venture Summit, a day-long event hosted by IDG Ventures and Ernst & Young. Participants included Avaki Corp., Blackstone Computing, Bright Cluster, Callida Genomics, Coprindm, Gene Network Services, geneticXchange, Incellico, PharmQuest, Presix Pharmaceuticals and TurboWorx.

The third BioITWorld Conference & Expo will return to the East Coast and take place March 25-27, 2003, at the Hynes Convention Center in Boston. For more information, visit www.bioitworldexpo.com or contact Senior Sales Manager/Emerging Events Group **Ryan Colby** at ryan_colby@idg.com.

Bio·IT World
TECHNOLOGY FOR THE LIFE SCIENCES
IDG
Bio·IT World
World
THE LIFE SCIENCES

Bio•ITWorld President & CEO ***Morris Levitt*** *and IDG Communications Trade Show and Event Manager* ***Jane Benoit*** *at the publication's booth. Benoit works with Bio•ITWorld Marketing Director* ***Gina Bajenaru*** *on a contract basis to set up and manage the publication's booth. According to* ***Diane Lieberman****, VP, marketing and business development for Bio•ITWorld, the collaboration between the publication and the expo resulted in more than 20 of the show's exhibitors purchasing ads in the November and December issues.*

IDG

December 2, 2002

VP Executive Programs (CXO)

CXO Media,Inc., is seeking a VP of Executive Programs to manage CXO's expanding industry-leading executive conference business. The successful individual will have extensive P&L responsibility for the conference business, and should possess progressively responsible sales and marketing management experience in vendor IT and/or a technology publishing background. This individual will be a proven leader, capable of providing a strategic sense for developing and expanding the events business and an ability to build and maintain working relationships both inside and outside the company. The ideal candidate will have an entrepreneurial spirit, a drive to generate revenue and profit, extensive knowledge of current and future IT content topics, an industry stage presence, IT sales experience as well as strong organizational and planning skills. Proven experience working with senior IT users/CIOs in a networking evironment is preferred. This position will oversee a staff of twelve and requires at least ten years of conference experience with the ability to travel extensively. This individual will report to the President and be a member of the CXO executive management team. ***Location: Framingham – MA***
Contact: S. Brown, Email: susan_brown@idg.com

Associate Editor (GCM)

IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified Associate Editor. The Associate Editor will be responsible for production/posting of the most current news and features from the IDG publications to the IDG.net web site. In addition, the Online Editor will also perform the following tasks: production/posting of daily email newsletters; assistance with selecting, editing and processing stories to be syndicated by our partners and used in custom email newsletters, syndication feeds and micro sites; continual cross-training on the entire editorial process in order to provide backup for other team members. Daily tasks are performed independently, but critical to the overall success of the entire Editorial team. The Associate Editor will report to the Director of Product Development and will part of the Editorial team consisting of one Senior Editor and one additional Associate Editor. The ideal candidate will have 1-2 years of work experience and excellent written communication skills. Candidate with less experience, but with proven ability to work in a highly detailed and deadline oriented work environment will be strongly considered as well. In addition, the candidate should be a strong independent worker and fast learner. The candidate is required to have a working knowledge of Internet Explorer, Netscape Navigator and/or other major Web browsers, HTML and Microsoft Office. Design skills, working knowledge of Photoshop and Illustrator, proficiency in a foreign language and/or familiarity with the AP Style Guide are a plus.
Location: San Mateo – CA
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5700, Email: diana_garza@idg.com

Web Production Assistant (part-time, temporary) (GCM)

IDG Global Communications, a division of International Data Group, the world's leading technology media, research and exposition company is seeking a qualified temporary, part-time Web Production Assistant. The Web Production Assistant will work with Web Production staff in order to maintain and post information on supported websites. Primary responsibilities include scanning, retouching and resizing ad images. Candidates should have 1-2 years experience using Windows and Mac OS. 1-2 years experience using Photoshop, Netscape Navigator, Internet Explorer, Microsoft Office, or using a flatbed scanner are a plus. Additional skills required are strong web skills which include navigating through websites, downloading graphics/files, recording URLs and familiarity with framesets used on websites. In addition, expertise in color theory and layout formats is preferred. Position is part-time and temporary with a term of 3 months. Hours are flexible. 10 hours per week. Monday – Friday, 9-5. No Benefits.
Location: San Mateo – CA
Contact: D. Garza, Fax: 650-524-5730, Phone: 650-524-5700, Email: diana_garza@idg.com

Part-time Research Intern (RSH)

IDG Research Services seeks an energetic and highly motivated research intern to assist with competitive analysis projects. The internship primarily consists of data gathering, data entry, online research, filing, proof-reading, and other general light administrative work. The ideal candidate must be extremely detail oriented, highly focused, and possess excellent interpersonal communication skills. Familiarity with Microsoft Excel software is essential. Knowledge of the IT industry a plus, as is familiarity with the Macintosh computing platform. The internship runs from December 2002 through March 2003. A commitment of 15-20 hours per week is required.
Location: Framingham – MA
Contact: A. Jones, Fax: 508-935-4600, Phone: 508-988-7870, Email: ccjobs@idg.com

Marketing Coordinator (WEC)

As an intricate part of the IDG World Expo Marketing Team, you will assist in the overall marketing and promotion of Bio-ITWorld Conference & Expo, working on marketing communication projects such as direct mail brochures, print and email advertising, show guides and general web development. The successful candidate will manage outside vendors, coordinate Web site content, coordinate attendee and exhibitor marketing materials, write promotional copy, fulfill barter exchange agreements and work well in a team environment. This position demands a detail-oriented, assertive communications professional with 2-3 years of experience in product or direct marketing and in marketing communications. Trade show experience helpful. ***Location: Framingham - MA***
Contact: Email: jcjobs@idg.com

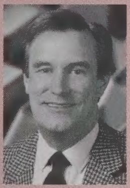
Go to http://careers.idg.com to view all current job opportunities at IDG

Leaders provide insights at The IDG Professional

Crawford

"Leaders must have passion: for their product, their industry, their staff and their customers. A leader has to clearly communicate the company's objectives and keep everyone informed about the state of the business. Leadership is sometimes lonely, and often you'll upset people as you drive the business forward — it's vital to be optimistic, to challenge the status quo, to constantly seek growth opportunities and to reward and recognize your team."

— *Macworld President & CEO* ***Colin Crawford***


McKean

"The toughest part of leadership is making decisions. The best outcome, of course, is that you make the right decision, but the second-best outcome, surprisingly, is that you make the wrong decision. The worst outcome is that you make no decision. The reason is that bad decisions generally make themselves apparent pretty soon and often there is time to change them. Non-decisions, on the other hand, simply delay the entire organization and waste everyone's time in squabbling over the choices.

— *PC World Editorial Director* ***Kevin McKean***

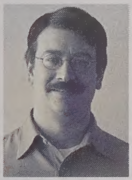
Professional

continued from page 1

ambiguity and change, and helping those around them do the same, is an important quality of an effective leader (see sidebar below).

Stone

Participants said they were especially glad to have a chance to practice "enforced introspection," as *Macworld* Senior Editor/Features **Terri Stone** called it. "My job involves a lot of juggling, with little time to pause and focus on my own development. But there we were, encouraged to ponder our own styles, strengths, weaknesses and so on. It was a great gift."


Ocampo

"I enjoyed the seminar tremendously, particularly the opportunity to meet so many interesting people from the various IDG business units," said CXO Media Account Executive **Tom Ocampo**. "Paula Taylor's presentation on developing leadership strengths was very thought provoking. I found myself engaging in deeper self analysis than I have in some time, certainly more than I expected. And the luncheon was terrific; it was great to have the chance to sit and talk on a more one-on-one basis with some of the IDG leaders I have only seen from afar. I was and am inspired to do a little more every day to reach my personal goals."

In addition to The IDG Professional there are three other IDG corporate training programs. The annual, five-day Global Media Institute helps high-potential senior managers and directors develop a holistic view of IDG's culture and structure and a deeper awareness of the strategic issues facing IDG. The Media Management Institute is a three-day program for middle managers and senior-level individual contributors that explores IDG business from a functional and operational perspective. The IDG Management Excellence Program is a three-day seminar that provides managers with an opportunity to explore a variety of core management and leadership development topics.

The East Coast version of the IDG Professional will be held Jan. 15-16 in Ashland, Mass. While that session is full, managers should contact Laurie Parsons at laurie_parsons@idg.com for information about future programs.

Tips on how to build resiliency

The new Developing Personal Resilience component of The IDG Professional outlined the attributes of a resilient person (i.e., someone who can remain flexible and strong while facing changes in the workplace) and suggestions for how to build strength in that area.

Self-knowledge and Sense of Purpose

- Identify and develop a skill that will make you valuable in the future workplace.
- Make a list of 20 things you'd like to do in your life. Can you do one thing this month? This year?

Attitude (optimism, receptivity, flexibility)

- List three people you know who seem to rebound from setbacks. Notice what they do. Ask them how they approach stressful situations.
- List the ways you could sabotage yourself during this transition. Avoid them all.

Physical and Emotional Health

- Make time for recreation during which you banish thoughts of work.
- Do something to help others three times a week.

The Big Picture

- Initiate or join a discussion group about issues in your industry.
- Read at least one business publication and one general news periodical regularly.

Knowledge of Competencies

- Develop a career plan that includes continuous learning.
- Volunteer for an organization through which you can develop pertinent new skills.

Career and Life Planning

- Find a mentor with whom you can discuss your plans and receive guidance and advice.
- Take time to prepare a personal financial plan.

Personal Support

- Determine exactly what you need and which people would prove most valuable to you at any given time. Rely on their support; you can reciprocate when they need your help.
- Do some life planning with your spouse or partner. Focus on common goals.

Resourcefulness

- Review time management principles and pick several ideas you can implement.
- Brainstorm ideas for dealing with your current situation with co-workers, friends, family members.

Knowledge of Resources

- Identify professional or business associations in your area and chose one to participate in.
- Find additional services, training, educational assistance and support provided by your organization.

—Source: Lee Hecht Harrison LLC

noteworthy people

Tsao

New employees

Terry Tsao has been named the new country manager for IDC Taiwan, which is being reconstituted from an office run by an independent representative to a wholly owned subsidiary operation as of Dec. 1. Terry comes to IDC from Trend Micro where he was the Asia/Pacific marketing director. Before that he worked for Leo Burnett and Ogilvy & Mather on accounts including IBM, Acer, Compaq and AT&T in Taiwan. Terry earned his M.B.A. from Bruch College, City University of New York.

Jeanne Capachin joins IDC as research director, Corporate Banking, a position she held at Meridien Research, the financial services research firm recently acquired by IDC. She graduated from Worcester (Mass.) State College with degrees in urban studies and economics. She "lives in a house with a bunch of guys – my husband Glenn and sons Ziggy and Lucas" and also enjoys skiing.

Also joining IDC Framingham in the Meridian Research acquisition is Research Director **Jim Beams**. He holds a B.S. in economics from Boston College and an M.B.A. in finance from New York University's Stern School. Away from the office his life revolves around his wife and three children, ages 10, 8 and 6, as well as paddle tennis, tennis and golf.

Several other new employees have joined other IDC offices around the world: **Yasusuke Suzuki** joins IDC Japan as a research manager for the storage group, **Adalberto Olivares** is IDC Latin America's program manager for IT Research in Mexico, and **Charles Schweitzer** is a market analyst for IDC Latin America's consulting team in Brazil.

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC program gives employees time off to give back to the community

IDC Group Operations Coordinator **Danielle Dion** spent several hours at the MSPCA last month visiting with animals awaiting adoption.

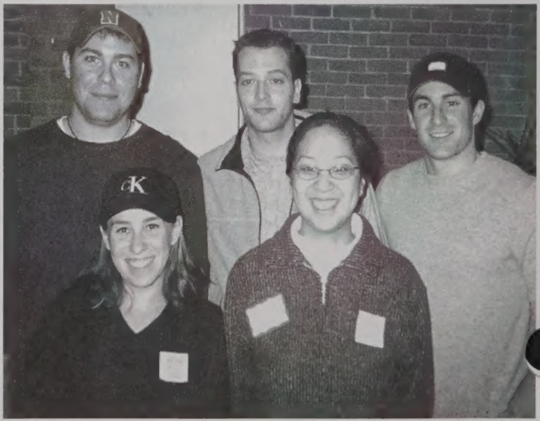
IDC Research Analyst **Lauren Abernathy** (l) and Senior Research Analyst **Michelle Obrda** took some new friends for a walk last month at the MSPCA.

For the second year, IDC employees were offered an opportunity to participate in a month-long program called Give Back to the Community. During the month of November, employees could take up to four hours away from work to participate in a volunteer activity of their choice. Each employee or group of employees was given a disposable camera and asked to document their activity. The photos will be included in a slide show to be shown at IDC's holiday gathering later this month.

According to IDC Associate HR/Education Representative **Cynthia Holden**, the program was launched last November in response to employees' desire to make a concrete contribution to their community following 9/11.

This year's volunteers chose to help out at the Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA) and The Boston Living Center, which provides services and support for people in the Boston area living with HIV/AIDS.

Helping to serve a Thanksgiving feast to guests at the Boston Living Center last month were (l-r): **Paris Burstyn, Rebecca Segal, Jose Rodriguez, Ruthbea Yesner, Michael Brennan** and his wife Gina. Also participating were **Dennis Philbin** and his wife Ruth.


Earlier last month (back row, l-r) : **Scott Springer, Max Flisi, Ross Sealfon**, (front row): **Kim Tulman** and **Debbie Lee** spent several hours helping to serve lunch to guests at the Boston Living Center.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Claudiney Santos *IDG Brazil*

Santos

25

Shirley Horrocks *IDC U.K.*

19

Birgit Götz *IDG Germany*

18

Klaus Uhe *IDG Germany*

17

Klavs Andersen *IDG Denmark*
Andrea Kühler *IDG Germany*

16

Marianne Kraus *IDG Germany*
Héléne Fily *IDG Global Solutions France*

Fily

15

Allison Stamm *IDG Research*

14

Mary Ann Doolin *IDG List Services*
Robert Stave *Network World*

13

Carolyn Marsan *Network World*

12

Michaela Maack *IDG Germany*
Stefanie Fersti *IDG Germany*
Meryl Salter *IDC U.K.*

11

Tatiana Hinova *IDG Bulgaria*
Kristen Kim *IDG*
Catey DeBalko *IDG Communications*

DeBalko

Mar Cabañas *IDG Spain*
Eva Villalba *IDG Spain*
Cristina de Hoyas *IDG Spain*

10

Mihály Sipos *IDG Hungary*

8

Elizabeth Martinez *Network World*
Neal Weinberg *Network World*
Adam Urbanek *IDG Poland*

7

Rune Michaelsen *IDG Denmark*

Michaelsen

Pavel Kraml *IDG Czech*
Sandra Gittlen *Network World*
M. Jose Fernandez *IDG Spain*
Alexander Hüls *IDG Germany*
Natalia Peksa *IDG Poland*

6

Ana Mora *IDG Spain*
Tehmasp Parekh *IDC Australia*
Wataru Satomi *IDG Japan*

5

Jennifer McKean *IDG Research*
Kristin Baker *Network World*
Peter Lemon *IDC Australia*
Hyun-Ju Kim *IDC Korea*
Tanya Bureau *CXO Media Group*

4

Mette Holst Thøgersen *IDG Denmark*
Michelle Zarella *Network World*
Martin Mantel *IDG Germany*
Lonnie Szoke *IT World Canada*
Michael Howe *IDC Canada*
Ashok Karan *IDC Australia*

3

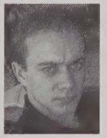
Lars Harkjær Møller *IDG Denmark*
John Cooney *IDG*
Kaitlyn Greene *IDG World Expo*
Todd Genovese *IDG*
Margaret Um *IDG Communications*

Um

Eve Epstein *InfoWorld*
Anthony Bourne *InfoWorld*
Károly Mezei *IDG Hungary*
Lavayne Harris *Network World*
Judith Tyler *Network World*
Michael Guerin *Network World*
Laurel Spencer-McAteer *Accela Communications*
M. Jose Nuñez *IDG Spain*
Snjezana Popovic *IDG Germany*
Ralph Sheridan *IDC U.K.*
Karlheinz Pichler *IDG Switzerland*
Gaby Salvisberg *IDG Switzerland*
Megan Williams *IDC Canada*
Renata Almeida *IDG Brazil*
Iben Lillie *IDC Denmark*

2

Lisbeth Maindal *IDG Denmark*
David Zajic *IDG Czech*
Caitlin Horgan *Network World*
Cheryl Murphy *Accela Communications*
Sergio Nadal *IDG Spain*
Wolfgang Kiersch *IDG Germany*
Isabella Tomalla *IDG Germany*
Joachim Joestingmeier *IDG Germany*
Terry Cummings *IDC U.K.*



Cummings

Peter Hulleman *IDC Benelux*
Kinue Ishibashi *IDC Japan*
Sapphire Yang *IDC Singapore*
Selina Ang *IDC Singapore*
Douglas Jaffe *IDC Singapore*
Kit Yau *IDC Hong Kong*
Emilia Wasiak *IDC Australia*
Thomas Minarik *IDC Australia*
Sung-Lae Park *IDC Korea*
Carly Kim *IDC Korea*
Hiroki Tanaka *IDG Japan*
Ceila Santos *IDG Brazil*
Danielle Williams *IDC Denmark*

1

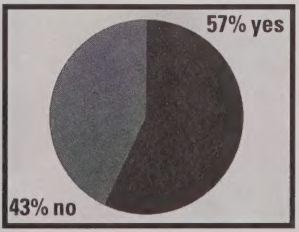
Capel States *Bio•IT World*

States

Helen Flagg *IDG List Services*
Kevin Maloney *IDG Communications*
Thomas Rousseau *InfoWorld*
Henrike Wernscheid *IDG Germany*
Michael Trier *IDG Germany*
Jürgen Bruckmeier *IDG Germany*
Jürgen Schlott *IDG Germany*
Nellie Smith *IT World Canada*
Mark Pellicane *IT World Canada*
Hisashi Kajita *IDC Japan*
Melissa Leong *IDC Singapore*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the week



Those who would stand tall, won. Asked "If cost were not an issue, would you use the new Segway human transporter?" a majority of respondents said they would indeed use the two-wheeled transporter from inventor Dean Kamen.

Don't miss this week's question on IDG World Update Online (www.idgworldupdate.com):

Which characteristic do you think is most important in a leader: communicate vision, model behavior or motivate others?

off line for fun

List Services' Deb Goldstein creates munch ado about team building

The stage is set.

This is worse than I imagined.

Mission accomplished!

The staff at IDG List Services now knows several new things about their president, **Deb Goldstein**.

1. She's not one to back down from a bet.
2. She'll do anything to foster team building.
3. She looks great in a tiara.

And while last month's display of reckless disregard for her digestive system was indeed impressive, it was by no means, the first. According to **Andrew Sambrook**, director of brokerage services and bet instigator, Goldstein first rose to the challenge several years ago when an idle comment by a staff member about the potential longevity of the Dunkin' Donuts Munchkins they were snacking on prompted him to action. He inserted toothpicks in one of the small, round balls of dough and suspended it over a cup on his office windowsill. One year later, Sambrook offered Goldstein $10 to eat it. To his surprise, she did.

Several years later, with Goldstein seemingly fully recovered from her ordeal, Sambrook struck again. Would she agree to eat a two-year-old Munchkin that had been hardening on his windowsill for $50? "Since the bar had been raised, I thought a few restrictions were in order," Sambrook said, explaining that Goldstein would not be allowed to eat or drink anything for half an hour following her consumption of the now-petrified doughnut.

A date was selected and staff invited. The conference table was set with silver, china, a cloth napkin and a rose. A candle was lit and the mummified remains of the Munchkin placed carefully on the plate. As the staff of IDG List Services looked on in various states of mock horror, Goldstein entered the room and confronted her crumbling challenger.

"I was expecting her to really have a tough time getting it down," Sambrook said, adding that he even softened at one point and offered to let her take a sip of water, which she refused. "Once she got that first bite down she just kept plugging away until it was gone."

"It tasted like a sock that had been in someone's shoe in a musty closet for two years," Goldstein said. However, in addition to "proving that true leadership is found in total humiliation" and claiming her $50 prize from Sambrook, Goldstein pointed to a silver lining. "The tiara. Let's face it. All women need a tiara. Plastic or otherwise."

dithering feathering tweening ripper wavelet PKZIP tar

scatternet bloatware link farming choke packet vortal bubblesort

Define IT

CXO Media's **Dylan DiGregorio** submitted this month's winning wacky definition for "Guard time.

"A vacant time interval (i.e. uncomfortable silence) in a conversation which allows one to decode what the other person really meant, thus compensating for unusually high BS signal distortion."

Samson will receive a $50 American Express gift check. Another $50 AMEX check awaits the creative author of the funniest fake definition for this week's IT phrase:

transient cookie

Send your entries to world_update@idg.com by **Jan 7.**

kludge heap leaf zombie big-ender trigger BLOB Qubit DAM unpack

DoCoMo bump mapping Web clipping memory effect

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Maria Montalvo *InfoWorld*
Piyush Singh *IDG Asia/Pacific*

IDG **World**Update

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG WorldUpdate

16 DECEMBER 2002
VOLUME 32, NUMBER 42

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

Attention all IDG sales reps!

What creative approaches have you used to get your foot in the door with a first-time or reluctant client? How do you distinguish yourself from the crowd? How do you make prospects feel they really need to talk to you – or convince them to at least hear you out? *IDG World Update* is collecting ideas for an upcoming article and welcomes your contribution. By way of example, IDG Global Solutions' **Martha Becquer** sent oranges to a prospective customer with a note that said "Squeeze me into your budget." It worked! Whether it's based on a prop such as this or another successful routine, we'd like to know. Send your ideas to world_update@idg.com by Jan. 8. The names of all those who send suggestions will be entered into a drawing for an IDG tote bag.

CIO Select members pay for exclusive peer network

IDG WORLD UPDATE

*From left: Director **Martha Heller,** Senior Editor **Sari Kalin**, Operations Assistant **Lisa Byron** and Senior Account Executive **John Shirley** are the force behind CXO Media's Best Practice Exchange and CIO Select.*

When CIO launched its Best Practice Exchange in April 2001, the members-only online forum quickly amassed a large and loyal membership of senior IT executives eager to rub electronic elbows and tap one another's expertise. Today, nearly 1,000 members routinely engage in long discussion threads and contribute a steady stream of questions and ideas that keep the community alive and growing. What they have not done, until recently, is pay for the privilege.

But that is now changing with the recent launch of CXO Media's CIO Select, a more exclusive peer networking service than the Best Practice Exchange (which remains intact and free of charge).

"During the first year of the Best Practice Exchange, we started getting requests like, 'Can you get me on the phone with another CIO to compare notes on a conversion to W2K or WXP, Exchange, and Active Directory on 13,000 desktops and 275 global locations?' and 'Would you build a document library on the Exchange where we all can share the documents we use on the job?' explained **Martha Heller**, director of the Best Practice Exchange and CIO Select. "It

continued on page 4

Ted Bloom named IDG CFO

Bloom

IDG CEO **Pat Kenealy** earlier this month named longtime IDG veteran **Ted Bloom** to the post of chief financial officer. Bloom, who most recently served as VP/corporate controller and treasurer, will continue to work closely with Kenealy and the other members of the Executive Committee in overseeing the financial operations of the company. Bloom has been a member of the IDG Executive Committee since its formation.

Bloom's IDG career began 35 years ago when, as a 17-year-old high school student, he began working

continued on page 4

IDC implements new document architecture

Customers will soon be looking at IDC research reports in a whole new way thanks to the hard work of a company-wide multi-disciplinary committee — dubbed the Research Content Board — which has simultaneously developed a new document architecture as well as a new document look. The changes, most of which focus on improving the accessibility and usability of the approximately 4,000 research documents produced annually by IDC analysts around the world, feature several substantive, customer-driven alterations.

In a Webcast produced in conjunction with IDG sister company Accela Communications (formerly

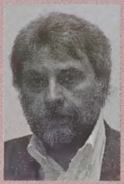
continued on page 5

Reminder: During the months of December and January, *IDG World Update* will appear every other week. The next issue will be published Dec. 30.

SMAU keeps IDG Italy busy

PC World Italia was part of a major announcement during SMAU in association with Vodaphone Live!, a new portal that enables mobile phone users to access more than 100 services. *PCW Italia*'s Web site team will supply a variety of ICT news, product tests and tips-and-tricks items for the portal. The partnership is a revenue-sharing arrangement.

PC World Italia also announced the results of its annual Top 25 Competition in which readers vote for the best IT products in 25 categories based on quality, price and performance.


Lombardi

Computerworld Italia Editor-in-chief **Paolo Lombardi** coordinated and chaired a roundtable discussion at a conference on the changing role of the CIO organized by AUSED, a prestigious association composed of more than 300 IT directors and consultants. *CW Italia* staff distributed to all 200 attendees a copy of a special *CW Italia* issue containing articles about challenges facing CIOs.

Lombardi continued his conference chair duties several weeks later in Egypt, where Telecom Italia had organized two conferences for 300 of its top customers.

NW Italia airs video, presents awards at SMAU conference

It's not every day that attendees at an IT conference see a movie as part of the agenda, but that's exactly what happened at the conference *Network World Italia* organized during SMAU, a major IT expo held in Milan in October. In addition to the film component, *NW Italia* also presented the results of the first "Best of the Italian ICT" competition.

The conference, which examined the condition of the worldwide information and communication technology (ICT) industry one year after the Sept. 11 terrorist attacks, drew more than 200 business managers. To stimulate discussion among the 15 ICT and telecommunications experts on the various panels, the event began with a 20-minute film that was produced by IDG Italy and directed by *Network World Italia* Editor-in-chief **Alessandro Degli Occhi**. "A Fragile World" featured Degli Occhi's interviews with notable Italian political, business and technology opinion leaders who talked about growth prospects for the global economy in general and the ICT market in particular.

NW Italia Editor-in-chief ***Alessandro Degli Occhi*** *(right) presented the Best ICT Manager award to IBM Italia President Elio*

The film's costs were covered by Albacom, IBM and EMC, all of which also served as conference sponsors. The film will be sent to an exclusive group of *Network World Italia* readers on VHS tapes and CD-ROM. It will also be available soon for viewing on the IDG Italy Web site (www.idgworld.it). Days after the conference, Degli Occhi appeared on a TV program affiliated with Italy's leading business daily, SOLE 24 ORE, and clips from the video were aired during the show.

As part of the conference, *NW Italia* recognized the winners of the publication's "Best of the Italian ICT Market" competition. Readers voted on 21 of the 24 awards, including Best ICT Manager (IBM Italia President Elio Catania) and Best ICT Company (Cisco Systems), as well as numerous product and services awards. Members of *NW Italia*'s scientific committee chose the three best ICT projects in Italy.

For details write to alessandro_degliocchi@idg.it.

New *NW Germany* awards focus on cost-effective solutions

Network World Germany recognized the winners of a new awards program last month at the Exponet Cologne trade fair.

Earlier this year the publication invited readers to send in examples of how they have "optimized their network technology with the minimum possible investment so that it can cope with maximum business demands and thus improve productivity." Submissions for the Technology Award had to apply to one of four categories: enterprise applications, infrastructure, security, and mobile and wireless. *Network World Germany* editors, under the direction of Project Manager and Editor **Klaus Plessner**, reviewed the entries and chose the winners. There were two winners in each category (the company that used the application and the vendor that developed it); one category honored three winners with the inclusion of a system integrator.

NetworkWorld
GERMANY
2002
Technology Award
INNOVATIVSTE ANWENDUNG
DELL
Network World Germany Editor-in-chief ***Oliver Häussler*** *(left) presented Technology Award certificates to representatives from the winning companies during a ceremony at Exponet.*

"Our idea was to go beyond our regular product evaluation and offer our readers a reference model for an exceptionally successful, innovative and technically sophisticated system solution," said Editor-in-chief **Oliver Häussler**. "All the users furnished well-documented proof that it is possible to solve even the trickiest problems with limited funds."

Winners received certificates that were presented during an awards ceremony at Exponet and a free day of consultation with a system integrator. Details about the winning applications will be published in a future issue of *Network World Germany*

Pleased with the volume and quality of entries, *Network World Germany* editors plan to make the Technology Award an annual event and will announce the 2003 competition during CeBIT.

For more information contact Oliver Häussler at ohaeussler@networkworld.de.

executive Q and A

Kirk Campbell
The president & CEO of IDC is this week's columnist. He may be reached at kcampbell@idc.com.

> *"Looking at what's hot in terms of geographies, the high growth countries in 2003 will include China, India, Korea, Vietnam, South Africa, Turkey and Poland to name a few countries where IT growth will significantly exceed 10%."*

Q How did FY02 turn out financially for IDC?

A Thanks to the outstanding dedication and customer focus of IDC's employees, FY 2002 ended up as another record profit year for IDC. By the way, 2002 was the 12th consecutive year that IDC has improved its bottom line results. Total 2002 revenues exceeded $200 million and profits grew 15% from the prior year and the profit margin increased as well. All of IDC regions including North America, Latin America, EMEA (Europe, Middle East & Africa) and Asia/Pacific earned excellent profit results. Of course, the question now is how will IDC do in FY 2003? It is too early to be certain but we certainly are aiming to achieve healthy profits again this year. December is our most important sales month of the year, so we will have a better handle on the outlook next month.

Q You've said that IDC tries to make sure that it is increasing its research in areas that are the hottest topics for the year. What's hot for FY03?

A IDC's mission is to find growth opportunities in every sector of information technology for our customers. Every IDC analyst can detail specific opportunities in his or her specialty area. I will mention a few overall areas for 2003. The big picture technology trends will be Internet, business integration, mobile and wireless, security and globalization. Within these overall themes some of the hot areas include Web Services, wireless LANs, IP telephony, out-sourcing and Linux. Looking at what's hot in terms of geographies, the high growth countries in 2003 will include China, India, Korea, Vietnam, South Africa, Turkey and Poland to name a few countries where IT growth will significantly exceed 10%.

Q Why did IDC acquire Meridien Research and what are its implications on future IDC growth?

A Every year IDC expands both its technology and its geographic coverage to satisfy vendors' needs to understand market opportunities. At the same time, we have known for a long time that there is an even larger market selling advisory services to information technology end users. We believe that the opportunity to sell general end-user technology advisory research services is saturated as exhibited by the difficulties experienced in the marketplace by companies such as Gartner, Meta, Giga and Forrester. On the other hand, our survey research and meetings with end users convinced us that there is a significant need for industry-specific information services. Therefore, IDC has chosen to enter the end-user IT advisory subscription business by focusing on providing the focused, industry-specific technology research and advice that will be most useful to business executives and IT professionals all working in the same industry. The acquisition of Meridien Research and the launch of IDC's new financial services technology advisory business is the first step in this new strategic direction. We believe that the launch of this new end-user advisory business will strengthen our vendor business and vice versa.

Q How is IDC's conference business doing? Is it seeing a decline similar to some IT trade shows?

A FY 2002 was a challenging but still healthy year for IDC's conference business. IDC's overall conference revenues declined slightly to a little below $10 million. Our customers' corporate restrictions on overall spending including travel cuts meant that IDC's major regional events with broad conference themes tended to have fewer attendees than previous years. On the other hand, our local (national) conferences offered in local language with focused agenda themes in many cases drew more attendees than ever before. IDC EMEA President **Roberto Masiero** also is IDC's worldwide leader for our conference business. He works closely with our conference managers around the world and has put in place excellent action plans for expanding this business in 2003. The number of focused, country-based conferences will double this next year as we go after the many opportunities to bring together end-users and vendors at the local level.

Q What is Project Barometer?

A Project Barometer is a worldwide survey conducted by IDC in order to better understand IT spending trends for next year. With such uncertainty regarding technology spending, it is essential for IDC to talk with company executives and understand what would drive or hinder their IT spending. The project involves more than 1,000 interviews with CEOs, CFOs and CIOs, representing 11 countries: Australia, China, France, Germany, India, Italy, Japan, Korea, Taiwan, the U.K. and the U.S. The study examines all major IT sectors including hardware, software and services with specific attention to IT outsourcing, business process outsourcing, PCs, printers, and servers. The findings will be used by IDC analysts to forecast total IT spending in 2003, develop individual market forecasts and report on CEO vs. CIO spending perceptions. The data was collected by telephone in November and will be available to all IDC analysts on our worldwide intranet later this month. IDC will deliver the findings to clients early in '03.

Developing peer networks takes perseverance

Martha Heller, director of CXO Media's Best Practice Exchange and its new CIO Select, shares some tips for developing an online peer-to-peer network.

- **Interview, interview, interview.** Talk to your potential customers before making any decisions about a peer-to-peer program. Get on the phone and ask them: Do you want to share documents? Do you want anonymity? How often would you get on the phone with another member? What will you pay?
- **Stay flexible**. What members *say* they want from a program and what they actually *do* once they're in can be very different. Try to stay flexible enough in your deliverables that you can tailor them to the needs of your members as you learn more about them.
- **Make them use the service**. Charging members a fee does not guarantee their participation. Constant, proactive communication is key to getting members to use — and derive value from — the program.

CIO Select readers contribute diverse documents

Below are some examples of the types of documents that CIO Select members have contributed to the document repository.

Presentations: used to sell the board on a pricey enterprise system.
Case studies: describe a company's business continuity plan.
Templates: for Balanced Scorecard, project reports and ROI calculators.
Vendor selection criteria: for various products and services.
User policies: on security, telecommuting and system change requests.
PowerPoint: a comprehensive look at a member's strategic IT plan.

CIO Select

continued from page 1

became clear to us that many of our members were interested in a more exclusive 'higher touch' version of the Exchange."

Heller spent several months asking Exchange members about their vision of the ideal peer-to-peer network and how much they would pay for it. She and her team — which includes Senior Editor **Sari Kalin**, Operations Assistant **Lisa Byron** and Senior Account Executive **John Shirley** — took that feedback and developed CIO Select, which provides:

- One-on-one networking through telephone and e-mail.
- Face-to-face meetings at CIO conferences.
- An online document repository.
- A dedicated Select professional who looks after member needs.

Members must meet specific criteria in terms of job function — CIO and equivalent titles — and company size. The bar is set at $500 million in annual revenues, but the typical member company has revenues in excess of $1 billion.

> *"Select offers members a deeper and more private venue for tapping the kind of detailed, high-level or sensitive information that is usually not appropriate in an online discussion."*

"Select is not an online discussion forum," Heller said. "Most of the discussions take place offline — either on the telephone or at one of our conferences." Select members receive free registration to all CXO Media conferences and each event features a roundtable exclusively for Select members. "Select offers members a deeper and more private venue for tapping the kind of detailed, high-level or sensitive information that is usually not appropriate in an online discussion," Heller said.

Upon accepting an invitation to join Select, members participate in an in-depth needs assessment interview designed to identify their key challenges as well as their areas of expertise. All of the information collected is stored in a database that is updated regularly. New members are asked to supply a minimum of two documents — a CIO's disaster recovery plan or a project status form, for example (see sidebar, below left) which are organized by topic in a database accessible only to Select members. "The document repository is very popular," Heller said. "Our members say they really benefit from seeing what somebody else has done in a similar situation. We've found that most of our members are generous when it comes to sharing this type of information. They tend to see it as a way to showcase some of their best ideas."

CIO Select launched in September with 35 charter members, each of whom received a substantial discount off the normal membership fee. To date, there are 42 members, a number Heller and her team would like to increase substantially by the end of FY03. "We are thrilled that a new program in a competitive field has attracted such a solid group of CIOs," says Heller. "And we are confident that despite the down economy, we will be able to build steadily upon this core."

For more information, contact Heller at mheller@cxo.com.

Ted Bloom

continued from page 1

part-time in the mail room of what was then called IDC. He continued to work part-time as assistant to the VP of marketing throughout his four years at Boston University where he earned both a B.S. in business administration and later an M.B.A. In 1973, he joined IDG full-time as credit manager in the finance department. Several years later he was promoted to assistant to the VP of finance. Rising through the ranks he later served as accounting manager, corporate controller and treasurer.

Bloom, whose tenure at IDG is second only to that of company Chairman **Pat McGovern**, cited the varying roles he has held as well as the ability to help develop and grow the company as key factors in his decision to spend his career at IDG. "But the single most important thing that has kept me at the company for 35 years is the people," Bloom said. "I have worked — and continue to have the pleasure of working — with so many talented and exceptional people throughout the world."

"Ted has been with IDG since 1967 — when Thomas Watson, Jr. was still chairman & CEO of IBM, and minicomputers were as hot as PDAs and video games are today," Kenealy said. "Ted has seen the computer business go through decades of up and down cycles and has helped IDG to globalize along with the industry it serves. I'm thrilled to name a CFO who brings wisdom as well as technical finance skills, and one who — like all great finance people — brings leadership and empathy for people as well."

December 16, 2002

Circulation Marketing Manager (GMG)

GamePro, an IDG publication, the leading multiplatform gaming magazine and 2nd largest male teen magazine in America, seeks a CIRCULATION MARKETING MANAGER. An energetic, quick-learning individual is being sought to manage audience development by executing renewal and new business subscription marketing for GamePro magazine. The Circulation Marketing Manager will oversee creative development and program testing for such programs as online promotions, email campaigns, partnerships (retail, advertiser and other), agents, cooperative promotions, insert cards, gift offers, etc. This includes all related promotion analysis, financial reporting, modeling and other related business initiatives as set forth by the Circulation Director. Responsibilities also include supervising the Circulation Promotions Manager and Circulation Coordinator. Additional responsibilities include response analysis, budgeting support, expense tracking, and strategic planning. Qualified candidates must have a minimum of five years experience in paid consumer magazine circulation. Strong Excel and Microsoft Word skills are required. ***Location: Oakland CA***

Contact: K. Shackelford, Fax: 510-768-2705, Phone: 510-768-2764, Email: jobs@gamepro.com

Online Sales Director (IFW)

InfoWorld is seeking a seasoned, energetic and experienced Online Sales Director to build and nurture strong long-term relationships with InfoWorld's key online advertisers and ad agencies. Candidates should be customer centric, solutions focused, articulate, and possess multi-tasking skills with the proven ability to creatively sell InfoWorld's domestic on-line portfolio to drive enhanced revenue and profits. The candidate will create and launch new advertising sales opportunities for InfoWorld's online advertisers, and handle multiple online products, including ad sales, newsletters, sponsorships, and webcasts. The candidate will manage, develop and motivate a team of regional sales managers and sales associates to the next level of strategic account relationship selling. The candidate will also work closely and cooperatively with the Sales team by supporting the Sales Reps with online expertise on their identified accounts and by helping the Sales Reps grow online revenue in their territories. Requires 5+ years of strong online media sales experience, solid knowledge of the IT and online industries, and proven managerial skills. Excellent interpersonal and negotiating skills a must. Senior level agency account side experience an added plus. Will report to the President. ***Location: San Francisco – CA***

Contact: Email: resumes@infoworld.com

Sales Assistant (NWI)

Network World is looking for an experienced Sales Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will work closely with and support the sales efforts of the Regional Sales Managers in our NJ office. You will utilize your superior customer service skills in developing ongoing relationships with our clients. You will also be responsible for coordinating events, ordering supplies, conducting Internet searches, database management, travel arrangements, file management, fulfilling customer requests, and assisting co-workers as needed. The successful candidate will have excellent organizational skills, and a high attention to detail. Excellent communication and customer service skills a must. 3-4 years of previous experience in a sales environment, and familiarity with Microsoft Office, Lexis-Nexis and Saleslogix software preferred.

Location: New Jersey

Contact: E. Cormier, Fax: 508-490-6454, Email: hotjobs@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

New architecture result of worldwide collaboration

The new document architecture that IDC is adopting on a worldwide basis is the end product of 12 months of hard work by a group of more than 25 IDC analysts and marketing and publishing professionals around the world. Under the leadership of Project Manager **Chris Greene**, the Research Content Board (RCB) met bi-weekly in Framingham with non-Framing-ham members participating via conference call. Meeting minutes and action items were communicated via e-mail.

RCB members (based in the U.S. unless otherwise indicated) include: **Per Andersen** (Denmark), **Dane Anderson** (Singapore), **Luisa Bordoni** (Italy), **Richard Brewer** (Japan), **Vicki Brown**, **Crawford delPrete**, **Cindy Derby**, **John Gantz**, **Monique Gibelli**, **Clare Gillan**, **Randy Giusto**, **Debra Goldfarb**, Greene, **Martin Hingley** (U.K.), **Jonathan Holmes** (U.K.), **Dan Kusnetzky**, **Mark Levitt**, **Vito Mabrucco** (Canada), **Paul Mason**, **Carmen Matheson**, **Steve McClure**, **Eric Ochs** (France), **Mitchell Rose**, **Meryl Salter** (U.K.), **Robert Sullivan**, **Vernon Turner**, **Mark Winther** and **Richard Yen** (Japan).

IDC

continued from page 1

ITworld.com) to introduce the new architecture to customers and employees, IDC Chief Research Officer **John Gantz** describes many of the features of the new architecture, among them:

- Standard sections, headings and subsections for each type of report.
- Colors aligned with IDC's Web site. More white space, new fonts and graphical elements.
- Standard tables of assumptions behind the forecasts in the reports allowing customers to understand the thinking behind IDC's analysis.
- More future-oriented insight.
- Expanded section offering additional resources for customers.
- HTML and PDF versions of the documents that more closely resemble the printed versions.
- An energized IDC Opinion with each report.

The revised IDC Opinion is a direct result of customer feedback, according to Director of Application Development **Chris Greene**, who served as project manager. "Our clients had been asking for a more hard-hitting opinion — they wanted our analysts to take a stand. Previously, opinions were written in a question-and-answer format; in the new architecture, the opinions will be future-oriented, insightful and actionable," he said.

In addition, the document abstracts, now called Synopsys, have been revised to better market the research. It is the one section used to describe the document contents and to generate interest from clients and prospects, Greene said.

> *"This project evolved into a complete revamping of the way we write and produce our research."*
>
> *— John Gantz*

The new architecture is supported by a Microsoft Word-based authoring template developed by Application Developer **Paul Honens** and a Microsoft Excel-based charting/graphic tool developed by Application Developer **Ron Westberg**. The architecture and these tools provide a framework for analysts to create their reports, which are converted to XML and then published in multiple formats. A group from IDC's technical education department, headed by **Mark Levitt**, IDC analyst trainer and curriculum developer, and **Carmen Matheson**, manager of technical education and including Technical Educators **Scott Springer** and **Michelle Tousignant**, developed a curriculum and supporting educational materials that they have used over the past several months to introduce the new architecture to IDC's analysts worldwide. Training sessions have been conducted locally in Framingham and on the Web.

IDG WORLD UPDATE

*Framingham, Mass.-based members of IDC's Research Content Board included (bottom row, l-r): **Crawford DelPrete**, senior vice president; **Ron Westberg**, application developer; and **Scott Springer**, technical educator. Second row: **John Gantz**, chief research officer; **Michele Tousignant**, technical educator and **Paul Honens**, application developer. Third row: **Mitchell Rose**, CIO; **Chris Greene**, director of application development; **Tom Fitzpatrick**, application developer. Fourth row: **Steve McClure**, program vice president, Software Research; **Cindy Derby**, director, Publishing Services. Top row: **Bob Sullivan**, director, IT, PS&T; and **Carmen Matheson**, manager of Technical Education.*

Matheson also recently concluded a six-city tour of IDC offices in the Asia-Pacific region during which she trained some 140 analysts in using the new template.

"This is a project that started as a simple revamping of the look and feel of our reports and evolved into a complete revamping of the way we write and produce our research," Gantz noted. "The content board drove the process, but hundreds of other were involved, from analysts around the world to customers we recruited in the pilot phase. The last time we made a change this significant George Bush Sr. was president of the United States!"

Anyone interested in viewing the Webcast may visit www.itworld.com/itwebcast/idc_nextgen/index.html. For more information, contact Chris Greene at cgreene@idc.com. WU

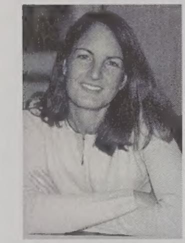
noteworthy people

Charlotta Hällén-Kragh

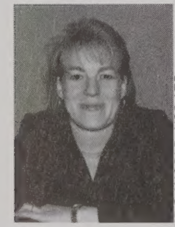
Kemmeter

IDG WORLD UPDATE

Kabongo


IDG WORLD UPDATE

Levy


IDG WORLD UPDATE

Cottreau

Davies

New employees

Senior Research Analyst **Jennifer Kemmeter** comes to IDC Nordic in Copenhagen from AMR, with several years' experience focusing on enterprise application and supply chain research. She will be responsible for IDC's research on European supply chain collaboration applications, as well as being an integral contributor to the European enterprise applications service. Jennifer, who has a B.A. in philosophy from Wesleyan University in Middletown, Conn., recently moved to Denmark from Boston. She enjoys investigating Copenhagen's art and history museums and has joined a chess club in Copenhagen.

CXO Media welcomes Marketing Manager **Glede Kabongo**. She was most recently the direct marketing manager for Ipswitch, Inc. Glede has a B.A. in communications and journalism from Framingham (Mass.) State College and recently earned an M.S. in communications and marketing from Clark University in Worcester, Mass. She enjoys traveling, writing and going to the movies.

CXO Media Conference Program Manager **Randy Levy** comes to IDG from *Inc.* magazine, where she was the events development manager. Randy graduated from American University in Washington, D.C. with a degree in psychology. She enjoys playing golf in her free time.

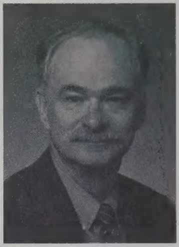
Previously the trade show manager at MKS Instruments, Inc., Manager/Partner Relationships **Sheri Cottreau** has joined IDG World Expo. She has an A.S. in business administration and a B.S. in criminal justice from Northeastern University in Boston. While working full-time Sheri attended evening classes to earn two more degrees: an M.B.A. from Nichols College in Dudley, Mass., and a J.D. from Massachusetts School of Law in Andover, passing the Mass. Bar exam on her first attempt. She plays the saxophone in a community concert band.

Et cetera

Bio•IT World Editor-in-chief **Kevin Davies** was interviewed by The Discovery Channel in Canada this month for the daily science show, "Daily Planet." To see the interview, go to www.exn.ca/dailyplanet/view.asp?date=12/4/2002 and click on "Mapping Mice & Men" (Dec. 4). The occasion was the publication of the mouse genome in *Nature* that same day. Davies had appeared on the program in Feb. 2001 to comment on the publication of the human genome. To see that interview, go to: www.exn.ca/Stories/2001/02/12/51.asp (click on the cover of Davies' book, *Cracking the Genome*, to see the video).

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Hill named to Executive Committee



Hill

David F. Hill, president & CEO of IDG International Publishing Services in Boston, Mass., has joined the IDG Executive Committee and will take on additional responsibilities working with IDG's international publishing subsidiaries.

Hill launched IDG's international publication licensing program 15 years ago and has overseen the launch of more than 100 IDG titles in 50 countries. He will expand his responsibilities to work with IDG wholly owned publications around the world.

"David has many years experience working with our IT titles in some of the most challenging markets of the world," said IDG CEO **Pat Kenealy**. "We want to leverage that experience for the benefit of IDG's subsidiaries as well as IDG's license and joint venture partners."

Hill has been with IDG for 17 years in a variety of capacities. Among his other responsibilities Hill oversees IDG's worldwide editorial resource sharing and the company's internal communications programs. Prior to IDG he worked in the daily newspaper business for 10 years in editorial and managerial roles.

U.K.'s Guy Eaton wins Chairman's Prize for accurate Q4 forecast

Eaton

IDG Chairman **Pat McGovern** announced this month that *Macworld* U.K. Publisher **Guy Eaton** has won a special Chairman's Prize for the most accurate fourth quarter P&L forecast for 2002. His forecasted profits was within $3.00 of the actual amount for the quarter.

Eaton congratulated his team for working "doubly hard" over the last year. "We published more issues of our magazines than ever before, as we moved for the first time to 13 issues per year with both *Macworld* and *Digit*," he noted. "On top of this we produced an OSX Special quarterly called *Macworld Plus* and various other spinoffs in print, on CD and on the Web. Despite very poor market conditions the business actually increased revenues for the year. Financial Controller **Chris Norman** and his team, **Parit Shah**, **Margaret Ledingham** and **Dawnette Gordon** have provided tremendous support. The systems they have implemented make the information they produce very accurate and reliable. From June we could see very clearly how we would be able to deliver on our business plan for the year."

McGovern plans to present another special Chairman's Prize next year for the most accurate fourth quarter P&L forecast based on a forecast to be submitted in June 2003.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21

Mike Masters *CXO Media*

20

Rick Ciliberto *Computerworld*

Ciliberto

15

Mary Lester *CXO Media*

14

Piero Todorovich *IDG Italy*
Jay Novack *IDG World Expo*

13

Sandy Wong *PC World*

12

Sagrario Fernandez *IDG Spain*

11

Walter Manninen *CXO Media*
Mauro Calderara *IDG Italy*

10

Tina Pescaro *CXO Media*

9

Kathy Badertscher *InfoWorld*

8

Joan Olson *Computerworld*
Michelle Vittori *Computerworld*
Aoife McEvoy *PC World*
Rodney Barnes *PC World*

7

Kathy McKay *PC World*
Rita Baynash *IDG Australia*
Len Gantz *CXO Media*

6

Laurie Marinone *Computerworld*
Andrew Eisner *PC World*
Kim Saccio-Kent *PC World*
Sean Landry *Network World*
Sara Evangelous *Network World*

5

Kristin Shackelford *IDG Games Media Group*
Tanya Bureau *CXO Media*
Alexander Mohn *IDG Germany*

4

Matthew Newton *PC World*
John Shirley *CXO Media*
Paul Kitchen *PC Advisor*
Laura Hilliard *IDG Global Solutions*
James Forbes *Network World*

3

Michael England *PC World*
Sean Captain *PC World*
Todd Carville *Mac Publishing*
Lisa Byron *CXO Media*
Rachel Lo *IDC Singapore*
K.H. Lee *IDC Korea*
Weber de Souza Carneiro *IDC Brazil*

2

Stephen Dolan *IDG Australia*
Stephanie Overby *CXO Media*
George Lee *CXO Media*
Caroline Evans *Macworld U.K.*
Joyce Pang *IDC Hong Kong*
May Fung *IDC Hong Kong*
Isabella Tomalla *IDG Germany*
Robert Ricchi *IDG World Expo*

1

Jason Klingstedt *IDG Games Media Group*
Jesse Cordoza *IDG Central Services*
Davy Adams *IDG Australia*
Emmy Lee *IDC Hong Kong*
Stacy Danielson *IT World Canada*
Jill O'Toole *Accela Communications*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG employees talk about work, education with visiting students

ARDLEY YEE

*IDG employees who participated in a "women at work" seminar for visiting seventh-grade girls included (back row, l-r): Group Controller **Sally Reinfeld**, Financial Analyst **June Zammett**, Credit Analyst **Patty Gill** and (back, center) IS Director **Nancy Newkirk**. Senior Tax Accountant **Yong Peng** is in the front row, far left.*

Several employees from IDG's Corporate Services Group in Framingham, Mass., talked about their job responsibilities, life at IDG, and the importance of education with a group of visiting 12-year-old girls from the Day Middle School in Newton, Mass. Arranged earlier this month by Financial Analyst **June Zammett** with the assistance of the IDG Corporate Action Council — a committee that arranges cultural and employee events – the students spent 1½ hours at IDG as part of a "life choices" initiative through the Big Sister Association.

Chris Shipley named to *Fortune Small Business* list of Top 10 Minds

Shipley

Sick of spam? "Get a delete key," says **Chris Shipley**, executive producer of the DEMO Conferences and editor and publisher of the newsletter *DEMOletter*. It was that kind of refreshing reasoning that led *Fortune Small Business* magazine to name Shipley one of its "Top 10 Minds" in its Dec. 2002/Jan. 2003 issue ("Let them tell you how to sell smarter and raise more money," reads the cover tagline). With a unique perspective on the IT industry – she meets with nearly 400 IT companies a year – she said, "So much infrastructure got built so quickly. A smart person looks around and says, 'What can I do with this?'"

Correction

The calendar in the Nov. 25 issue contained incorrect dates for two Computerworld events in 2003. The correct details are:

Computerworld Premier 100 Leaders Conference
Feb. 23-25
J.W. Marriott Desert Ridge
Scottsdale, Ariz.
www.computerworld.com/p100

Mobile & Wireless World
May 6-9
Marriott Desert Springs Resort
Palm Desert, Calif.
www.computerworld.com/mww

celebrating 10!

Name
Maurizio Lazzaretti

Home
Milan, Italy

Current job
Technical director, *PC World Italia*

Joined IDG Italy
I started as a freelance contributor to *Computerworld Italia* and *PC World Italia* around 15 years ago and joined *PC World* full-time in 1992.

Most challenging part of your job
Finding new hardware that works the first time, and making complicated tests and benchmarks used in the *PC World Italia* Test Lab understandable to our faithful readers.

What's the most unusual thing that's ever happened to you at work?
I came back from my annual trip to another part of the world and did not find my desk in the same place.

If you could change one thing about IDG, what would it be?
The long time it takes sometimes to do even the smallest things.

Best piece of advice you've ever received?
Give the readers what they want, not what the editorial office thinks they want.

Interests outside the office
Traveling east to the Far East after years of traveling west.

Family
Single but always looking!

What ability do you wish you had that you don't have?
I wish I learned to swim when I was young.

One possession you'd grab if your house was on fire?
My huge hard disk, which is never backed up.

Favorite movie of all time
"The Matrix" (no contest).

What book is on your nightstand?
Books by Asimov, Crichton and Clarke (all are e-books for free, of course.)

Favorite vacation spot?
Thailand and the beaches, although lately too crowded.

If you won the lottery tomorrow, you would
Buy the beach (and the island around it) that Leonardo DiCaprio used for his bad movie ["The Beach", set in Thailand].

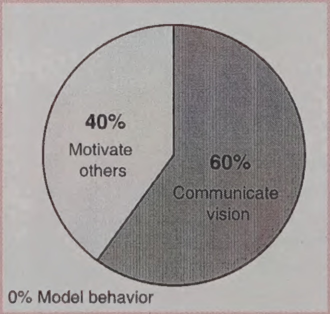
*IDG Chairman **Pat McGovern** dined with PC World Italia Technical Director **Maurizio Lazzaretti** at the Four Seasons Hotel in Milan to celebrate Maurizio's 10 years with IDG Italy.*

Retirement dreams
Sell the house and see lottery question above!

Manager's profile
"Maurizio is fully devoted to the *PCWorld Italia* flag. His technical competence is recognized by all PC journalists, by our customers and *PCW* readers. Maurizio's hard work over the years has greatly contributed to the outstanding performance of our magazine. He is a passionate person who really loves technology, journalism and publishing."
-- Mario Toffoletti, managing director, IDG Italy

Question of the week

When it comes to leadership qualities, respondents to the most recent question of the week said it is most important for leaders to to be able to communicate a vision for the group. Motivating staff was a close second, while modeling behavior garnered not a single vote. Be sure to visit www.idgworldupdateonline and weigh in on this week's question: Which of the following New Year's resolutions would you be most likely to make: lose weight, exercise more, take up a new hobby or activity, or enhance work-related skills?



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Sue Murphy *HRSD West*
Nancy Newkirk *IDG*
Sophie Pietras *IDG Italy*

IDG WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. With annual revenues of $3.01 billion, IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.

IDG World Update

30 DECEMEBER 2002
VOLUME 32, NUMBER 43

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGWORLDUPDATE.COM

IDG in action: a look back at 2002

> *"IDG's strategy is to succeed by helping our customers be successful and sharing with them the benefits of that success over the longer term."*
>
> – Pat McGovern, IDG chairman

JANUARY

InfoWorld NEXT-GENERATION
WEB SERVICES
CONFERENCE

InfoWorld's Next Generation: Web Services Conference draws 800 readers and advertisers — more than twice the anticipated attendance — eager to learn more about the technology and business issues surrounding Web services.

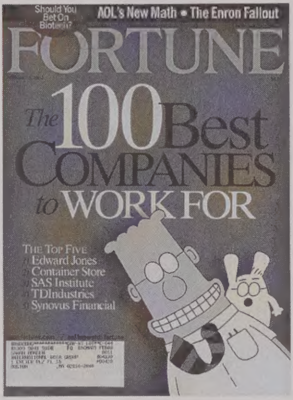
PC World and America Online ink agreement for *PCW* to host and provide jargon-free purchase advice to AOL's Complete Guides in its Computer Center.

In the news

IBM names Sam Palmisano to succeed Lou Gerstner as CEO.

During the week of Macworld Conference & Expo, *Macworld* holds its 2001 Eddy Awards celebration to honor the products and companies given the Editor's Choice Awards.

IDG World Expo orchestrates the 24th COMNET Conference & Expo in Washington, D.C.; *Network World* again serves as the event's flagship sponsor and partner in development of its conference program.



Should You Bet On Biotech?

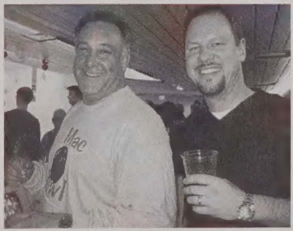
AOL's New Math • The Enron Fallout

FORTUNE

The 100 Best Companies to Work For

The Top Five
1) Edward Jones
2) Container Store
3) SAS Institute
4) TDIndustries
5) Synovus Financial

IDG makes *Fortune*'s 100 Best Companies to Work For list for the second consecutive year, moving up four spots to No. 21. IDG is the only publishing or IT market research company on the list and the highest-ranking Massachusetts-based firm.



Macworld's **Stephen Daniels** (l) and **Steve Plevin** were among the players at the second annual MacBowl during Macworld Conference & Expo. *Macworld* and Aspyr Media hosted the event, which raised $20,000 for a new computer lab for a San Francisco elementary school.

The staff of IDG World Expo/Asia rolled out IDG's first bio-IT event this year with the debut of BioITWorld Conference & Expo in Hong Kong. The event ran concurrently with MedPharmaWorld, another inaugural IDG-owned conference.

10+ years

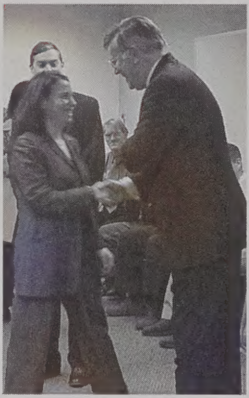
Joe Levy, 30 • Joanne Oteri, 27 • Josef Lohner, 23 • Klemens Paunert, 22 • Donna Pomponi, 22 • Christiane Alamarguy, 21 • Bernard Weeser-Krell, 20 • Renee Pierce, 20 • Kazuhiro Hara, 20 • Maria Grazia Rovati, 19 • Beverly Wolff, 19 • Mark Winther, 18 • Donna Sparrow, 18 • Paula Foss, 18 • Lee Doyle, 18 • Barbara Sands, 18 • John Gantz, 17 • Rebecca Segal, 17 • Michael McShane, 17 • Paul Bonarrigo, 17 • Brad Thorpe, 16 • Lorraine Witzell, 16 • Véronique Arnene, 15 • Jean Bozman, 15 • Vera Chan, 15 • Claudette Sears, 15 • Christian Le Gall, 15 • Mary Wardley, 14 • Erika Schönberger, 14 • Ulrike Pape, 14 • Ursula Nadador, 14 • Michelle LaJeunesse, 14 • Christina Guio, 14 • Katalin Kopácsi, 14 • Robert Brown, 14 • Deborah Vozikis, 14 • Uschi Weiss, 14 • David Emberley, 13 • Carol Hildebrand, 13 • Yoko Nishii, 13 • Gina Steinmann, 13 • Birte Matsen, 13 • Amy Hanania, 13 • Miriam Karlin, 13 • Ken Fuller, 13 • Zsóka Egyed, 13 • Graham Penn, 13 • Steven Frantzen, 12 • Amanda Patrick, 12 • Lillian Richard, 12 • Francis Mao, 12 • Benjamin Barbante, 12 • Seanna Maguire, 12 • Imre Birkus, 12 • William Bustamante, 12 • Marcel Warmerdam, 12 • Sylvie Merkling, 12 • Tracey Capen, 12 • Diana Garza, 12 • Lisbeth Egeskov, 12 • Marc Calvanico, 11 • Kelli Flanagan, 11 • Holger Heppner, 11 • Ralph Peter Rauchfuss, 11 • Jennifer Schlee, 11 • Martha von der Soeren, 11 • Claudia Völk, 11 • Eos de Feminis, 11 • David Cobb, 11 • Petr Kubat, 11 • Gary Koch, 11 • Kazimierz Szot, 11 • Harry McCracken, 10 • Anna Micskó, 10 • Luiz Fernando Vieira, 10 • Ailton Silva, 10 • Ute Zirus, 10 • Ludger Schmitz, 10 • Mihály Sipos, 10 • Barbara Kitzis, 10 • Felix Gosalves, 10 • Eric Prothero, 10 • Amy Bartulis, 10 • Deborah Temple, 10 • Ursula Grimm, 10 • John Brillon, 10 • Martin Bell, 10

> *"Sharing knowledge and success from the "brain capital" that exists at the publishing, trade show, research and venture capital groups around the globe is the unique advantage that IDG has over all its competitors."*
>
> - John Rousseau, president & CEO, IDG Games Media Group

LinuxWorld
Conference & Expo

Hewlett-Packard Chairman & CEO Carly Fiorina speaks to a standing-room only crowd during the keynote address at the fourth LinuxWorld Conference & Expo in New York. Joining her are (l-r) IDG World Expo President & CEO ***Charlie Greco****, IDG Chairman* ***Pat McGovern*** *and then-IDG President & CEO* ***Kelly Conlin****.*

Aerosmith singer Steve Tyler was one of several celebrities who visited Macworld Conference & Expo, stopping for a photo with IDG World Expo President & CEO ***Charlie Greco****. San Francisco's largest technology trade show drew approximately 90,000 Mac loyalists from more than 90 countries to view the wares of nearly 350 exhibitors.*



Hardware Research Group Vice President ***Debra Goldfarb*** *(now IDC Group VP, Worldwide Systems and Life Sciences Research) wins IDC's most prestigious research citation, the James Peacock Memorial Award; Web Hosting Services Program Manager* ***Melanie Posey*** *earns runner-up honors.*

The IDG Corporate Services Group (CSG) held a luncheon to honor the members of its MVG (Mission, Values, Goals) Task Team that aims to foster better working relationships among the various CSG functional operations. Holding their certificates of appreciation are (l-r): ***Amy Capistran****,* ***Jessica Taylor****,* ***Jane Jordan****,* ***Michelle Chase*** *and* ***Ardley Yee****.*

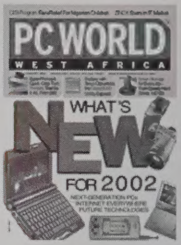
FEBRUARY

DEMO

With a "let's get back to work" attitude prevalent throughout the conference, 550 attendees at DEMO 2002 get a first look at what products might lead the IT industry out of its slump.

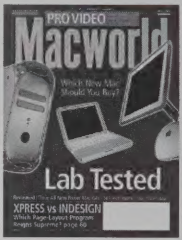
IDG Denmark Managing Director ***Preben Engell*** *(l) and Sales Director* ***Birgitte Rygaard*** *sign the largest print media advertising contract in the business unit's history, a preferred partnership deal with Hewlett-Packard worth six million Danish crowns (US$705,900).*

Network World Italia and *Computerworld Italia* collaborate on a wireless and mobile technologies conference that draws 200 attendees to Milan.



PC World Nigeria now published under the name *PC World West Africa* to highlight the publication's ongoing distribution to Ghana and Togo as well as Nigeria.

IDC establishes subsidiary office in Zagreb, Croatia, led by Country Manager **Boris Zitnik**.



Macworld unveils new print design that underscores in-depth editorial content and new Web site design with accent on simplicity.

10+ years

Pat McGovern, 38 • Richard Priante, 27 • Marion Kibbee, 27 • Rainer Oberländer, 26 • Ney Kruel, 24 • Mary Upton, 23 • Karen Weston, 21 • Magdalena Axelsen, 20 • Carl Marchi, 19 • Andreas Förth, 19 • Gérard Adamis, 18 • Wes Nihei, 18 • Iris Clench, 18 • Deb Goldstein, 16 • Linda Gorgone, 16 • Maya Timmer, 16 • Penny Stevens, 15 • Susan Collins, 15 • Vincent Half, 15 • Nina Mattsoff, 15 • Vicki Brown, 15 • Paul Mercer, 15 • Magda Zabala, 15 • Olga Fernandez, 15 • Mark Sullivan, 15 • Eric Ochs, 14 • Carole Prigent, 14 • Dorothy Rosenthal, 14 • Gregg Pinsky, 14 • Laura Sears Brady, 14 • Kevin Burns, 14 • Clare Gillan, 14 • Lucy Chaudhuri, 13 • Terri Schafer, 13 • Donna Kirkey, 13 • Kelly Crowley, 12 • Cheryl Asselin, 12 • Jeff Oterson, 12 • Monica Capuzzi, 12 • Alvaro Morenes, 12 • Györgyi Birkus, 12 • Nieves San Roman, 12 • Pilar Tejero, 12 • Magdalena Saiz, 12 • Patricia Smith, 12 • Raimon Gort, 11 • Rosa Martin, 11 • Bill Reinstein, 11 • Christine Gibney, 11 • Jacqueline Mita DiBianca, 10 • Anna Zielinska, 10 • Lázsló Horváth, 10 • Mieke Erkelens, 10 • Berend Harmens, 10 • Dick Schievels, 10

In the news

Web Services Interoperability Consortium forms to harmonize technology implementations.

net PROFESSIONAL
DESIGNERS VERSUS DEVELOPERS

Mirroring audience sophistication, IDG Netherlands' Net Magazine reinvents itself as Net Professional.

CIO Cyberthreat Response & Reporting Guidelines CIO

CXO Media spearheads the creation of the first set of cyberthreat reporting guidelines for businesses that is jointly sanctioned by the FBI and the U.S. Secret Service.

IDG Bulgaria, an adept producer of lucrative vertical market conferences, organizes The E-Government Forum and the IT in Insurance and Pension Insurance Forum.

CXO Media's 10th annual Enterprise Value Retreat and Awards® Ceremony features informative content related to IT's value to corporate America, high-quality networking and a festive awards program.

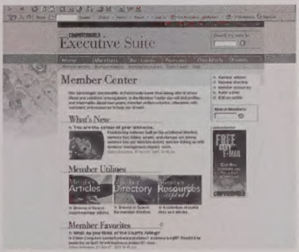
MARCH

DIRECTIONS 2002
IDC
Analyze the Future

IDC Director of Marketing **Sandra Kowalski** delivers opening remarks and Chief Research Officer **John Gantz** provides the morning keynote address at Directions 2002 in Boston. Together with the West Coast event in San Jose, Calif., the 37th edition of IDC's annual briefing session had a combined attendance of more than 2,000.

Biotechnology NEWS
1ST ISSUE
BioStart stumped
Epilepsy breakthrough for Adelaide researchers

IDG Australia carves out a new niche with the debut of *Australian Biotechnology News*.



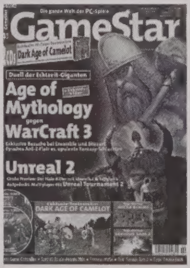
Computerworld Executive Suite, a site for CIOs and senior IT leaders to trade ideas and information in a secure environment, exceeds member goal of 2,500.

10+ years

Diane Martin, 25 • Tom Monahan, 24 • Walter Schönberger, 23 • John Dix, 22 • Ed Scannell, 22 • Shirley Ingram, 21 • Paco Zabala, 20 • Fred LoSapio, 20 • Fernando Moran, 20 • Cynthia Sparrow, 19 • Lucy Sheehan, 19 • Dorthe Theodoraki, 19 • Wolf-Dieter Lorenz, 18 • Libby Levinson, 17 • Grace Castro, 17 • Terry Lee, 17 • Melanie Guy, 16 • Anne-Lise Wang, 16 • Merv Langby, 16 • Eleni Brisbois, 15 • Karman Cheng, 15 • Richard Villars, 15 • Michele Kallin, 15 • Tania Evans, 15 • Miklos Cocron, 14 • Vibeke Whitehead, 14 • Peggy Watt, 14 • Evilee Thibeault, 13 • Martin Fälström, 13 • Fatima Ruiz del Olmo, 13 • John Pickett, 13 • Ursula Istavrinos, 13 • Judy Bonasoro, 13 • Grant Clothier, 12 • Kirsten Bæk, 12 • Carlos de la Iglesia, 12 • Thomas Wilms, 12 • John Kelley, 12 • Ellen Messmer, 12 • Christina Corbett, 12 • Berit Ellegaard, 11 • Reinhard Prasse, 11 • David Wren, 11 • Cathy O'Leary Hayes, 11 • Heidi Broadley, 11 • Ousmane Keita, 10 • Frances Whalen, 10 • Elga Legranzini, 10 • Michalina Nowakowska, 10 • Jimmy Yu, 10 • Michael Cooney, 10 • Anders Lotsson, 10 • Elizabeth McPherson, 10 • Robert White, 10 • Tom Hoffman, 10 • Nancy Hannagan, 10

IT World
g IT On!

*IDG Chairman **Pat McGovern** hands out issues of Bio•IT World, a monthly tabloid with an initial controlled circulation of 25,000 bio-IT professionals, debuting during BioITWorld Conference & Expo in Boston. More than 100 companies exhibited at IDG's first bio-IT event in the U.S., which attracted almost twice the anticipated number of attendees. Organized by IDG World Expo, the event also included the BioITWorld Venture Summit, a day-long event that offered privately held bio-IT companies a forum in which to meet with interested venture capitalists.*



GameStar's new premium subscription service gives PC gaming enthusiasts more intriguing options on the Web and boosts company revenues for IDG Entertainment Verlag in Munich.

CIO and *PC World* each earn top honors for editorial excellence at the Jesse H. Neal National Business Journalism Awards ceremony.

The Web site for CeBIT, the world's largest trade fair, features daily news and updated IT information courtesy of several IDG sites, thanks to a media cooperation agreement between IDG Interactive GmbH in Munich and CeBIT's organizer.

> *"Targeted marketing is being accelerated by the availability of the Internet, which allows the profitable preparation and distribution of e-mail newsletters and news alerts on very specialized subjects. I am proud that IDG business units have been very proactive in participating in these trends, having launched hundreds of e-mail newsletters and news alerts."*
>
> – Pat McGovern, IDG chairman

> *"We're out and about in the industry, and we meet our readers, who refer us to other people. The attendees also know each other from other conferences and events. It's a big circle of relationships — a true community."*
>
> – Maryfran Johnson, editor-in-chief, Computerworld, on the CW Premier 100 conference

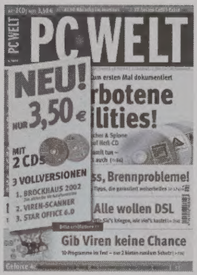
COMPUTERWORLD
PREMIER
LEAI

CW Editor-in-chief **Maryfran Johnson** delivers welcoming remarks at the third annual Computerworld Premier 100 leadership conference, which draws 400 high-level IT executives and early adopters of technology to Palm Desert, Calif. The event saw a 30% increase in revenue and three times the profit compared to the 2001 event.

In the news

The HP-Compaq merger narrowly wins HP shareholder approval in showdown between Carly Fiorina and Hewlett heir.

IDG Switzerland produces the 10th edition of its annual guide to the Swiss IT market and the media that covers it. The booklet is widely praised in IT and publishing circles for its objectivity and reliability.



PC Welt unveils the publication's first redesign in five years as well as a precedent-setting pocket edition (A5 format) that generates much buzz at CeBIT.

The team that handles the Contacts database — a collection of contact information, company data and IT data for more than 6,300 Australian visitors — rolls out Biotechnology Contacts in conjunction with the launch of *Australian Biotechnology News*.

IDC Latin America announces its Excellence Awards for the second half of 2001. The winners from IDC Brazil are (l-r): Senior Telecom Analyst ***João Bustamante****, PS&T Publisher* ***Eleine Bélaváry*** *and Software Analyst* ***Bruno Rossi****.*

IDG Global Solutions delivers inventive cross-IDG advertising package in time for CeBIT that involves 13 Computerworld publications in Europe and all of IDG Germany's publications and Web sites. The CeBIT project team consisted of (l-r): ***Helen Butcher, Shane Hannam, Philip Christer, Dominic Child*** *and* ***Eduardo Beltrão****.*

APRIL

InfoWorld CTO FORUM 2002

InfoWorld's invitation-only CTO Forum in San Francisco features networking and knowledge sharing for 250 CTOs and VPs of technology. Dawn Meyerriecks, CTO of the U.S. Defense Information Systems Agency, is named CTO of the Year.

CIO
CHAMPIONS, ALL!

CIO Asia widens its current distribution circle of seven countries to include an eighth, Vietnam.

BiotechSweden

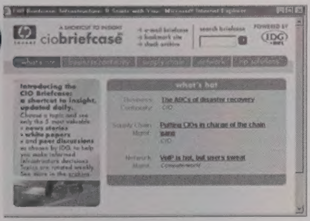
Biotech Sweden Editor ***Jan Sandred*** *(right) gives a copy of the launch issue to Amersham Biosciences Executive Vice President/Proteomics Lars-Eric Utterman, one of 15 members of the publication's advisory board. Board members helped distribute copies of the first issue within their companies and organizations.*

PC ADVISOR
EXPERT ADVICE IN PLAIN ENGLISH

PC Advisor's Web site has boosted page impressions by 45% in the past 12 months, according to a recent ABC Electronic Audit. It is the only magazine Web site in its market category to be officially audited.

10+ years

Ursula Sauter, 24 • Delia Quartey, 22 • Ann Finn, 21 • Helga de Gregori, 21 • Stephen Brown, 19 • Mette Lautrup, 19 • Karen Wallace-Lincoln, 18 • Carlos Pereira, 18 • Penny Winn, 18 • Valerie Sanclemente, 18 • Robert Kanes, 17 • Lola Hermosell, 17 • Ramon Nacenta, 17 • Aromi Rajon, 17 • Diane LaLumiere, 17 • Judit Fülöp, 16 • Simone Fiedler, 16 • Norma Tamburino, 16 • Jodie Naze, 15 • Patricia Sims, 15 • Stephen Tozeski, 15 • Magdalena Koch, 15 • Nancy Grant, 15 • Rick Pastore, 14 • Crawford DelPrete, 14 • Patricia DeBiase, 14 • Kirk Campbell, 14 • Michael Carroll, 14 • Graça Sermoud, 14 • Peter Gruber, 14 • Gabriele Arioli, 14 • Kirsten Højrup, 13 • Hiltrud Osterried, 13 • Bob Sawdon, 13 • Basilio Rodriguez, 13 • Yukiyo Hosoya, 12 • Ruggero Vota, 12 • Hans Henrik Brunnmayr, 12 • Svenja Mohn, 12 • Franz Josef Reismann, 12 • Setsuro Tamai, 12 • Gábor Révész, 12 • Tony Picardi, 12 • Alessandro Degli Occhi, 12 • Susanne Kirrmaier, 12 • Hans Königes, 12 • Andrea Piontek, 12 • M. Rosa Rodriguez, 12 • István Bíró, 12 • Chip Zaborowski, 11 • Christoph Burkhart, 11 • Reinhold Harlacher, 11 • Claudia Dudkin, 11 • Ingrid Kurz, 11 • Lothar Miedel, 11 • Peter Townsend, 11 • Barbara Sullivan, 11 • Jill Spooner, 11 • Nilde Meregalli, 11 • Silvia Langford, 11 • Rosa Guerinoni, 10 • York von Heimburg, 10 • Michael Melenovsky, 10 • Ruth Sager, 10 • Yuriko Tejima, 10 • Maggie Murphy, 10 • Derek Slater, 10 • Christopher Willard, 10 • Christian Christiansen, 10



IDG.net rolls out the CIO Briefcase project, in which *CIO*, *Computerworld*, *InfoWorld*, ITworld.com, *Network World* and IDG Communications join IDG.net to help Hewlett-Packard give senior IT professional easy access to IDG editorial content and information about HP products and services. The project is notable for the substantial collaboration among IDG units and the significant amount of revenue it generated for IDG in a short period of time.

IDG Chairman ***Pat McGovern*** *applauds this year's Computerworld Honors Program Laureates inside San Francisco's City Hall. The 300 technologists and organizations were recognized for using information technology to make a difference in the world. McGovern was the driving force behind the Computerworld Honors program when it was established in 1988.*

Forty children of IDC employees participated in IDC Framingham's annual Take Your Child to Work Day. Sales Manager **Tracy Floyd**'s daughter Isabel, age 4, ponders her choices at the listening station during the opinion survey.

CXO Media holds its third security-related Executive Policy Forum at Princeton University for hundreds of business, technology and government leaders. Those who worked to ensure the event's success included (front, l-r): ***Julie Hanson****, editorial operation specialist;* ***Lori Piscatelli****, News & Information assistant. Second row, l-r:* ***Karen Fogerty****, media relations manager;* ***Kari Curto****, senior marcom development specialist;* ***Susan Watson****, VP, News & Information;* ***Sue Yanovitch****, marketing communications director. Third row, l-r:* ***Sarah Crowley****, marketing communications coordinator;* ***Andy Burrell****, Web audience development manager. Fourth row, l-r:* ***Walter Manninen****, executive vice president/ finance & operations (now CXO Media president);* ***Kaajal Asher****, designer;* ***Cynthia Petrillo****, finance manager;* ***Shannon MacDonald****, Web developer.*

In the news

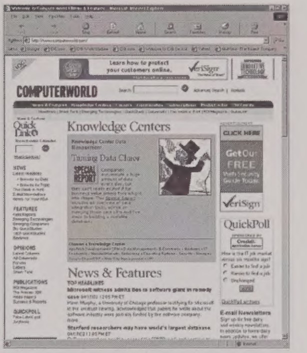
Japanese scientists, NEC take world's fastest supercomputer title.

Working as a strategic partner with key clients and agencies, IDG Global Solutions/EMEA creates a $1.2 million program for Hewlett-Packard EMEA's "Always On" brand that runs across 21 countries in 22 publications and encompasses print ads, a four-page insert, a 16-page white paper and an IDG-hosted Web site. Key players included (l-r): Senior Manager/International Sales ***Robert Grange****, Account Manager/Business Development* ***Philip Christer*** *and IGS/EMEA VP/Business Development* ***Matthew Yorke****.*

CXO Media Inc. is cited by the White House for its participation and contributions to the National Cyber Security Alliance's Stay Safe Online campaign.

PC WORLD
TODO EN UNO
Impresora copiadora fax y escáner
COMPUTERWORLD
ATAQUE A E.E.U.U.

IDG's Ecuadoran publishing partner, Ediworld, S.A., marked the 10th anniversary of the country's leading IT monthly, as well as the 100th issue of its most popular IT enterprise publication with special issues of *PC World* and *Computerworld* and a party for 200 key clients and industry executives.



Nine months after *Computerworld* launched its first Knowledge Center, a stepped-up effort to closely integrate print and online offerings is paying off with more readers getting access to more in-depth information on a single technology topic. Monthly ad sponsorships for some Knowledge Center sections are selling out months in advance.

ComputerPartner launched a profitable three-day event, Channel World Expo; it is the only dedicated trade show for the channel in Germany today.

STORAGE NETWORKING WORLD

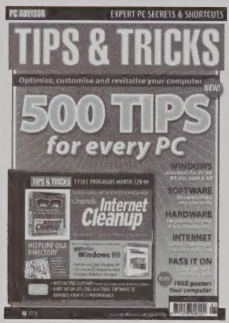
Computerworld SVP/GM, Strategic Programs **Ron Milton** kicks off the sixth annual Computerworld/ SNIA-sponsored Storage Networking World conference. More than 1,800 storage networking professionals and 85 sponsors came to Palm Desert, Calif., to interact with their peers, attend tutorials and end-user presentations and inspect the $25-million Interoperability Lab.

> *"This project [with Hewlett-Packard] epitomizes everything that IDG Global Solutions is striving to achieve. We're developing unique customer-led solutions creating impact and sales leads that drive incremental revenue and value to the IDG business units and position IDG as a strategic communications partner."*
>
> - John O'Malley, president, IGS EMEA/North America

"I feel that the ability for us to provide cross-cultural consulting and seminars is a major differentiator between IDG and its competition."

– Frank Cutitta, senior vice president, IDG

MAY


PC ADVISOR EXPERT PC SECRETS & SHORTCUTS

TIPS & TRICKS

Optimise, customise and revitalise your computer NEW!

500 TIPS for every PC

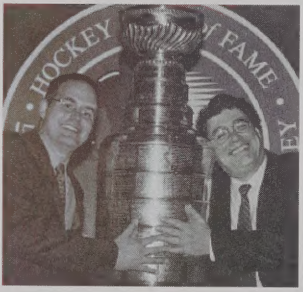
WINDOWS
SOFTWARE
HARDWARE
INTERNET
PASS IT ON
FREE poster! Your computer

Internet Cleanup

HELPLINE Q&A DIRECTORY

getwise Windows 98

PC Advisor in the U.K. joined several of its sister publications in Europe in offering a special issue, *Tips & Tricks*, aimed at home PC users, extending the magazine's brand as well as revenue opportunities.


During a break at IDC Canada's customer appreciation dinner, held this year at the Hockey Hall of Fame in Toronto, IDC Canada Manager of Marketing and Business Development ***Michael Hyjek*** *(left) and IDC Canada Country Manager* ***Michael O'Neil*** *get up close and personal with the Stanley Cup.*

More than 30 employees — the most since the program began in FY99 — apply for an IDC Asia/Pacific Regional Fellowship that will enable them to work for several weeks at another IDC office in the region, learn from colleagues and share their expertise. Five analysts, a marketing manager and an IS administrator are chosen.

BEST PLACES TO WORK

IDG journalists from 21 countries contributed content to *Computerworld's* ninth annual Best Places to Work in IT issue, making it the largest collaborative effort ever attempted by any IDG publication.

In the news

Microsoft settlement with the U.S. Securities and Exchange Commission forces change in accounting practices.

IDG News Service Tokyo Correspondent **Martyn Williams** joins select group of international media representatives on trip to North Korea.

CR Manager · Industry Standard · CIO Sweden

CIO

BÄSTA BÖRSSAJTERNA
CIO RANKAR HELA A-LISTAN. JM VINNER, AUTOLIV DUBBLAR OCH VOLVO HAR LÅNGT KVAR...

CRM KLASS I
Jan Ulrich på Carlsberg vet vad du längtar efter – innan du själv har en aning.

Targeting the approximately 35,000 local C-level managers, IDG Sweden launches the latest in the *CIO* product line.

10+ years

Bob Wescott, 24 • Christian Mahler, 22 • Dorothy Adams, 19 • Michelle Reyes, 19 • Susan Searle, 18 • Don Best, 17 • Rich Mikita, 16 • Stephen Lennox, 15 • Mary Musgrave, 15 • Michael Deutsch, 15 • Bruce Buckman, 14 • Anthoula Andrisani, 14 • Vicki Peilen, 14 • Joan Kelly, 14 • Brian Clarke, 13 • Caryn Dlott, 13 • Anthony Doesburg, 13 • Simon Easterman, 12 • Margaret McAvenia, 12 • Sergio Rizzi, 12 • Adele Lee, 12 • Gigi Wang, 12 • Mandie Johnson, 11 • Randy Ross, 11 • Paula DeMeo, 11 • Megumi Okamoto, 11 • Mary Harvey, 11 • Trace Weatherford, 11 • Christopher Norman, 11 • Christine Flanagan, 11 • Claus Egge, 11 • Ágnes Héjjas, 11 • Mandie Johnson, 11 • Heather Hudson, 10 • Kimberly Brinson, 10 • Katalin Zimányi, 10 • Nancy Jonathans, 10 • Masato Tsuchiya, 10 • Jean Dellarobba, 10

Staff members from PC World and PCWorld.com (left) collect six Maggie Awards from the Western Publications Assocation while InfoWorld (right) brings home five; IDG titles represent 10% of the winners.

Macworld magazine co-sponsors an adventure cruise through Alaska's Inside Passage, drawing nearly 200 Mac 'maniacs' — including Mac Publishing President & CEO ***Colin Crawford*** *— for seven days of classes, conference sessions and networking.*

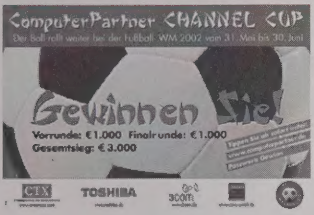
ICe INTERNET COMMERCE EXPO
XML

Joe Keller, Sun Microsystems' VP/Business Integrations, was one of the keynote speakers at a combined event organized by IDG Japan: the fourth Internet Commerce Expo (ICe) Tokyo and its first XML World Conference.

VORTEX 2002

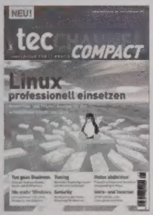
Executive Producer ***John Gallant*** *(far right) facilitates a lively debate among the Thought Leaders panelists at the fifth annual Vortex conference. Organized by IDG Executive Forums, the event brought 240 high-level networking and telecommunications leaders to Dana Point, Calif., to explore the problems and issues facing the networking industry as a result of the economic downturn and the demise of the dotcom sector.*

JUNE


ComputerPartner CHANNEL CUP
Der Ball rollt weiter bei der Fußball WM 2002 vom 31. Mai bis 30. Juni
Gewinnen Sie!
Vorrunde: €1.000 Finalrunde: €1.000
Gesamtsieg: €3.000
CTX
TOSHIBA
3com

ComputerPartner in Germany capitalizes on World Cup soccer fever to drive traffic to its Web site and, in the process, earn incremental revenue through online sponsorships.

External audits show IDG has increased its global market share of technology advertising pages to 38% in the first quarter of this year — more than any other technology publisher in the world. In comparison, Ziff Davis publications represent 7%, CMP 10% and VNU 12%.



tecChannel-Compact, a new publication (in pocket-size A5 format), debuts for technically oriented computer professionals in Germany.

IDG launches new corporate training program targeting high-potential individual contributors. The two-day IDG Professional aims to help participants begin to identify themselves as leaders within the organization, assess their leadership strengths and identify areas for further development. Above: participants at the East Coast session at MIT's Endicott House in Dedham, Mass.

The West Coast IDG Professional was held at the Grand Hyatt in San Francisco.

IDG France launches *CIO France* as a quarterly publication.

CIO
PILOTER LES QUATRE CHANTIERS DE LA SÉCURITÉ

Computerworld Számítástechnika's 17 staff members celebrated the 1,000th issue in their Budapest office with cake and champagne. (L-R): Deputy Editor-in-chief ***Gábor Révész****, Editor* ***Attila Mártonffy****, Art Director* ***Györgyi Kun*** *and Special Advisor* ***Mária Lakatos*** *look over the special issue.*

In the news

Worldcom reveals multi-billion-dollar accounting fraud.

IDC Group VP **John McArthur** (left) and Paul Massiglia, noted author and technical director, engineering, VERITAS, speak at the Ask the Experts Panel at Computerworld's second annual Storage Networking World/EuroStorage. The event in Cannes, France, attracts more than 700 attendees (up from 400 last year) and secures a spot as the region's No. 1 IT user/implementer storage networking event.

IDG Asia Pacific Managers Meeting takes place in San Francisco.

> *"Leadership demands courage. Leading implies change, and change makes people uncomfortable. Comfort is a powerful source of organziational inertia and the leading barrier to change. Leaders must be brave enough to challenge the status quo."*
>
> — Don Best, IDC senior VP, worldwide sales, speaking at the IDG Professional program

10+ years

Debra Sobin, 24 • Matthew Smith, 22 • Cindy Delany, 22 • Robin Robison, 22 • Patricia Keefe, 21 • Debbie Waters-Colacchio, 20 • Derek Hulitzky, 19 • Michelle Reyes, 19 • Mitch Betts, 18 • Richard Buroni, 18 • Linda Holbrook, 17 • Andreas Dunse, 17 • Rudolf Schuster, 17 • Walter Kainz, 17 • Bob Ostow, 16 • Dagmar Batschat, 16 • Martin Hingley, 16 • John Robison, 16 • Susan Egan, 16 • Pim Bilderbeek, 16 • Ken Hoyt, 16 • Faith Marcello, 15 • Bob Brewin, 15 • Irmtrud Schäfer, 15 • Norman Noble, 15 • Gary Anthes, 15 • Susanne Kratoschka, 15 • Michael Nerke, 15 • Rex Farrance, 15 • Gaby Kirschbaum, 15 • Susan Kusnic, 14 • Alan Farias, 14 • Andrew Sambrook, 14 • Julie Gilbert, 14 • Maryfran Johnson, 13 • Francisco Sanchez, 13 • Paul King, 13 • Meg Rogers, 13 • Janet King, 13 • Henry Pham, 12 • Clare O'Brien, 12 • Steve Fontaine, 12 • Bea Horváth, 12 • Ica Rodriguez, 12 • Bob Pinchin, 12 • Guy Eaton, 12 • Mandy Tse-Wong, 12 • Noboru Masuda, 11 • Stephen Lawson, 10 • Marlene Buschbeck-Idlachemi, 10 • Morten Meilby, 10 • Karen Mulligan, 10 • Agnieszka Cybulska, 10

IDG publications dominate ASBPE Awards, capturing more national awards than any other technology publisher. Among the 36 awards taken home by *CIO*, *Computerworld*, *Darwin*, *InfoWorld*, *Macworld*, *Network World* and *PC World* were Magazine of the Year honors for *CIO* as well as gold for Overall Web Publication for *PC World*.

The PC World editorial team collected a total of 29 regional and national ASBPE awards this year.

CIO Editor-in-chief ***Abbie Lundberg*** *holds the glass Magazine of the Year award while other members of the CIO team display the other ASBPE regional and national awards CXO Media publications won this year.*

> *"I am pleased to report that there is more collaboration going on between IDC and other IDG business units than I have ever seen in the past."*
>
> - Kirk Campbell, president & CEO, IDC

can we learn digitally?

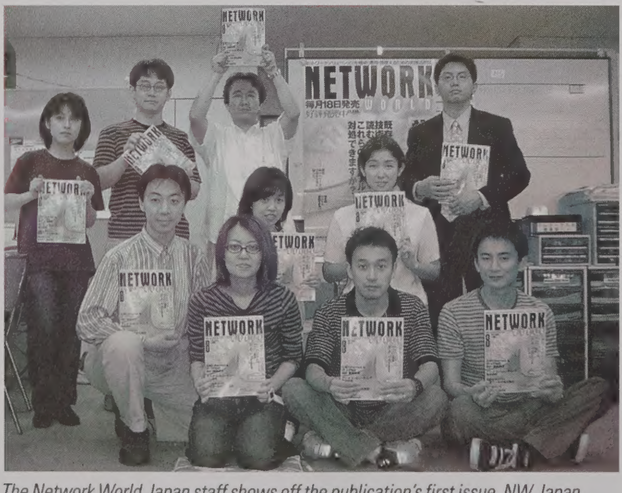
Using the creative expertise of the *PC Advisor* team in London, the EMEA (Europe, Middle East and Africa) office of IGS formulates a proposal for Apple Computer Europe to target elementary school teachers in Europe.

IDG Italy publications team up to sponsor a popular town meeting conference entitled The Future of IT Expenses in Small-to-Medium-Size Enterprises. More than 150 IT managers and executives attended the day-long even in Milan, the third in an ongoing — and growing — series of town meeting events produced by *Computerworld Italia* and *PC World Italia*.

IDG licensee sweeps first Philippine Information and Communication Technology Jounalism Awards, taking home every one of the 16 prizes that were handed out during the Awards Night. Computerworld Philippines captured 11 of the awards, The Web Philippines took home three and PC World Philippines won two.

For the second straight year, IDG has more editors and analysts (15) named to *Technology Marketing*'s annual ranking of the most influential leaders in the technology media market than any other media company.

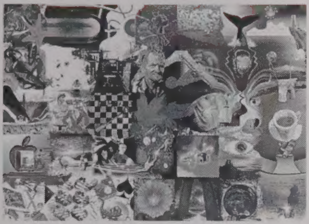
PC World hands out 60 World Class awards for the best PC products and services at this month's PC Expo/TechXNY in New York.



The Network World Japan staff shows off the publication's first issue. NW Japan staff (back row, l-r): ***Yumi Hayatsu****,* ***Jiro Hirose****, Publisher* ***Naohito Kato****,* ***Koichi Inoue****. Middle row, l-r:* ***Kenshin Watanabe****,* ***Yumiko Uchimura****,* ***Kyoko Suzuki****. Front, l-r:* ***Maiko Takahashi****, Editor-in-chief* ***Satoshi Yoshida*** *and* ***Eiji Tsubota****.*

ITWorld Canada enjoys bountiful online revenue with a Web strategy that sorts the site's content by topic and places it in the appropriate site area or topic portal. Making it all happen are ***Richard Zorzit****, multimedia programmer;* ***Dan Goldhar****, sales executive, Online division;* ***Mark Pellicane****, general manager, Online division;* ***Phil Almeida****, marketing and Web business development; front row,* ***Tara Welsh****, Web coordinator; and* ***Dave Francis****, senior programmer.*

JULY

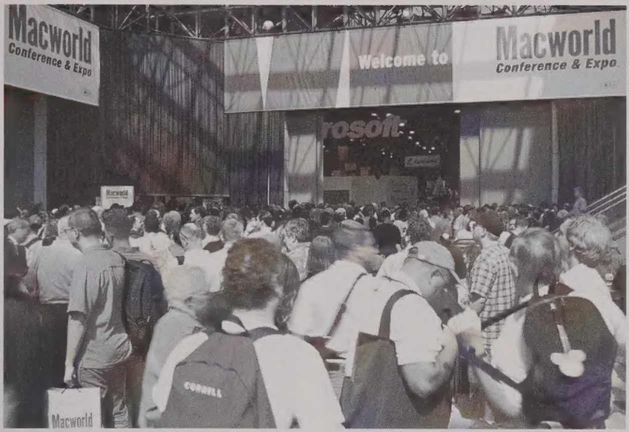


MacCentral forum members collaborate on mosaic to be auctioned off at this month's Macworld Conference & Expo to raise money for United Cerebral Palsy. A total of 35 artists participated in the project.

IDG Spain Managing Director **Paco Zabalo** (left) accepts a copy of Dun & Bradstreet's Presitige Rating Book. The company earned a D&B ranking as one of Spain's best-managed companies.

IDC
Analyze the Futur

IDC U.K. hosts region's first-of-its-kind briefing for local PR agencies. The half-day forum was intended to help agency representatives better understand how to gain analysts' attention and discuss new and innovative ways of working with IDC on behalf of their clients. Above (l-r): European Services Group Director ***Marianne Kolding****, IDC U.K. Director of Consulting* ***Richard Robinson*** *and IDC U.K. Country Manager* ***Lucy Chaudhuri****.*



Macworld Conference & Expo continues to draw a huge turnout for New York's largest technology event with 58,000 attendees.

IDG's Global Online Publishing Support Center organizes company's first internal virtual meeting, bringing together close to 100 attendees from Europe and the U.S. to learn more about online revenue generation and return on investment.

IDC Nordic Account Manager ***Annette Berg*** *wins women's division of Denmark's 292-kilometer Sjaelland Round cycling race.*

LEADS™
Lead Evaluation And Delivery System

IDG unveils a powerful new lead generation tool, dubbed Lead Evaluation and Delivery System or LEADS, at an internal LEADS Summit in Framingham, Mass. Developed by ITworld.com (now known as Accela Communications), LEADS is a Web-based lead generation tool that gives customers 24x7 access to leads generated from campaigns that span IDG's global family of information resources.

IDG's United Arab Emirates partner Corporate Publishing International (CPI) inks deal with Jordanian media company to distribute three of CPI's English-language titles published under license with IDG in Jordan. Above, CPI founder and President ***Dominic De Sousa*** *(left) shakes hands with Jordanian Minister of Information and Communications Technology Dr. Fawaz Hatem Zu'bi.*

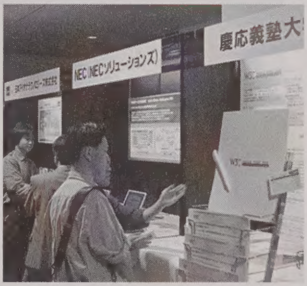
Computerwoche Verlag launches Computerworld/InfoWorld Global Product Support Center Web site to foster discussion and news and information exchange among the various *CW/IW* publications worldwide.

In the news

Deutsche Telekom chief Ron Sommer leaves the debt-ridden telco.

NEU!
GamePro
GameStar
GEWINNSPIEL
FINAL FANTASY X
Xbox gegen PS2

IDG Entertainment launches pilot issue of *GamePro* to complement its industry-leading *GameStar* publication, which is Germany's leading PC games title with a total paid circulation of 320,000. *GamePro Germany* will focus on the console market.



Attendees browse the booths at IDG Japan's first Web Services Conference in Tokyo.

> *"The Comdexes and TechXes of the world have been dropping off by 25% to 30%, but for us, the drop-off this year was only 9%. Proportionate to market share, we're way ahead."*
>
> — Charlie Greco, president & CEO, IDG World Expo, speaking about Macworld Conference & Expo

10+ years

Therese Bergstrom, 26 • Ricardo Gonçalves, 21 • Barbara Adamson, 19 • Corinne Schmidt, 16 • Helmut Sedlmeier, 16 • Wally Clegg, 16 • Karin Quack, 16 • Kenneth Hoyt, 16 • Ralph Finos, 16 • Kathleen Demko, 15 • Karin Reitberger, 15 • Kimberly Schuberthan, 15 • Kevin Burden, 15 • Tammy O'Sullivan, 14 • Michelle Wong, 14 • Harald Brechtl, 14 • Abbie Lundberg, 14 • Manfred Weiss, 13 • Jan-Bernd Meyer, 13 • Hans-Albrecht Simon, 13 • Mark Cappel, 12 • Petra Hermann, 12 • Julio Vial, 12 • Richard Willoughby, 12 • Scott McLarnon, 12 • Bridget Cammarata, 11 • Chris Keall, 11 • Patricia Owen, 11 • Jaroslav Hrouda, 11 • Enrico Lotti, 11 • Ornella Fusina, 11 • M. Dolores Rubio, 11 • Angelique Förster, 11 • Mila Pancheva, 11 • Debra Becker, 10 • David Francis, 10 • Randy Perry, 10

GamePro, in conjunction with toymaker JoyRide Studios, launches a line of characters and vehicles from top-selling video games under the new "GamePro Presents" banner. The collection includes replicas of the characters personified by several GamePro editors. GamePro Senior VP ***Francis Mao*** *(aka Dr. Zombie), Senior Editor* ***Dan Amrich*** *(Dan Elektro), Senior Designer* ***Kat Auch*** *(Miss Spell) and Senior Editor* ***Mike Weigand*** *(Major Mike) hold their six-inch alter egos in front of their six-foot ones.*

> *"The best place to be a CIO or see a CIO is at a CIO magazine event."*
>
> — B. Lee Jones, CIO of DMC Stratex Networks, speaking at the CIO 100 Symposium

PC Advisor Subscription Manager **Faith Wardle** (right) and Office Manager **Kathryn Jackson** participate in the Swimming for Giving: Breast Cancer Campaign 2002. Both women swam nearly 1,500 lengths of their local pool on their lunch hours and raised almost $800 for the charity.

STOP
AIDS
NOW!
GIRO 60.30.90
www.stopaidsnow.nl

PC World's Financial Advertising Services Manager **Diane Hacker** spends seven days riding through the European countryside — and the pouring rain — in the European AIDS Vaccine Ride. Hacker, who also participated in the California AIDS Ride last summer, raised almost $10,000 that went toward the effort to find a vaccine to prevent AIDS.

Four IDC Brazil employees team with Associação Criança Brasil, an organization caring for 520 children from some of the poorest neighborhoods in São Paulo, to teach basic computer skills. Above, ***Fausto Schmidt*** *(white shirt) and* ***Eleine Bélaváry*** *(black jacket) pose with some of the children.*

LINUXWORLD
CONFERENCE & EXPO
LinuxWorld China 2002
IDG

IDG World Expo China organizes third annual LinuxWorld China event. LinuxWorld China 2002 comprised three, one-day events that took place in Beijing, Guangzhou and Shanghai and attracted a total of more than 3,600 CXOs, IT managers and technical professionals.

AUGUST

IDC Graphic Services Manager **Jason Gould** is honored by the Neighborhood Crime Watch Unit of the Boston Police Department for his part in initiating what was judged one of the 10 most effective neighborhood crime watch programs in the city. Gould received his awards from Boston Mayor Tom Menino.

IDG's new Turkish publishing partner relaunches *Computerworld* and *PC World* in the local market. Above, Deniz Publishing President **Sibel Anit**, CEO **Sakir Batumulu** and International Relations Manager **Feza Kartal** on a visit to IDG International Publishing Services' Boston office.

10+ years

Karl Heinz Zimmermann, 24 • Zvonimir Lepusa, 24 • Renate Giesen, 23 • Saiman Hui, 20 • Averie Rosemark, 20 • Mary Fanning, 19 • George Sing, 19 • Carolyn Medeiros, 19 • Judy Sutter, 18 • Sherry Driscoll-Coleman, 18 • Hans Weber, 17 • John Cox, 16 • David Bromley, 16 • David Hill, 16 • Don Kennedy, 16 • Chris Cuoco, 16 • Roseann LaBruno, 15 • Reinelle Hicks, 15 • Debra Goldfarb-Norton, 15 • Molly Leung, 15 • Sandra Kupiec, 15 • Michael Malone, 14 • Kelly Conlin, 14 • Nancy Sheehan, 14 • Lyn See, 14 • Phyllis Borden, 14 • Marlene Tobias, 14 • Esther Dijk, 14 • Bradley Christenson, 13 • Simon Salamon, 13 • Eric Cormier, 13 • Liesbeth Ruoff-van Welzen, 13 • Gabriele Lange, 13 • Josef Gruber, 13 • Heinrich Vaske, 13 • Lisa Ladle-Wallace, 12 • Ann Roskey, 11 • Nancy Newkirk, 11 • Carol Johnstone, 11 • Bobbie Cruse, 11 • Tiziana Parma, 11 • Keith Henry, 11 • Sally Hudson, 10 • Doyle Russell, 10

IDG World Expo's eighth annual LinuxWorld Conference & Expo in San Jose, Calif., serves as a launching pad for numerous new products as the operating system continues to gain mainstream acceptance.

IDG World Expo staff surprise IDG Chairman **Pat McGovern** with two large cakes and a banner wishing him a happy birthday at this year's LinuxWorld. Above, **Rob Scheschareg** (left) and **Charlie Greco** flank McGovern prior to cutting the cake and sharing it with conference attendees.

Macworld U.K. Publisher **Guy Eaton** (right) scales France's Mt. Blanc, the highest peak in Europe.

ITworld.com signs first partnerships for Webcast marketing programs outside the IT arena. Agreements with Forbes.com and *Sales & Marketing Management* magazine signal the company's intent to expand its partnership network into non-IT fields.

This month's extensive flooding in the Czech Republic created devastation throughout Prague, but the creative and dedicated staff of IDG Czech kept the publishing operations running. Almost a dozen employees camped out in the office for several days, with two — Public Relations Specialist **Radim Hasalik** (above) and Webmaster **David Zavadli** — calling the office home for almost three weeks.

The fourth annual CIO 100 Symposium and Awards ceremony sets new standards for the three-day awards-based conference, attracting more than 400 high-level attendees to Colorado Springs, Colo., and earning unprecedented customer satisfaction ratings. Above, members of CXO Media's Executive Programs staff pose with *CIO* Editor-in-chief **Abbie Lundberg** (l), Publisher **Gary Beach** (r) and **Jonathan Frappier** (kneeling, right) of the company's IS department.

In the news

Intel reveals plans to boost R&D investment by $100 million and triple research staff in India.

SEPTEMBER

COMPUTER!
TOTAAL
7 BETAALBARE ALL-IN-ONES
Printen, scannen én faxen in kleur!
Office
300% SNELLER!
RAID maakt het mogelijk

INTERNET
TIPS & TRUCS
BREEDBAND INTERNET
Van aanvraag tot thuisnetwerk!
ADSL- en kabelhulpjes
Knooppunt internet
Veilig achter de firewall!
Internet op al uw pc's

TIPS & TRUCS
Schiet maar raak!
Panorama plaatjes
Aftiteling
XP kan leuker!
Pc snel op slot
XBOX
Let op uw knip!

IDG Netherlands extends multi-million Euro contract with world's largest user group for five more years and increases the number of its publications from which members may select as part of their membership package from one to three.

Pat Kenealy named CEO of IDG following the resignation of **Kelly Conlin**, who had served in that post since 1999 and as president since 1994. Kenealy began his IDG career in 1986 when he joined the company as founder and publisher of *Digital News*. Prior to being named CEO he served as managing general partner of IDG Ventures in San Francisco.

> *"I'm trying to strike a good balance between listening carefully and acting quickly."*
>
> — newly named IDG CEO Pat Kenealy

IDC Benelux Senior Analyst **Paula Breedveld** participates in the 16K Amsterdam-to-Zaandam race to raise money for HOPE worldwide, a charity that serves disadvantaged children and the elderly.

> *"To say that CSO has been enthusiastically received would be an understatement. The frequent comment I'm hearing from functional, governmental and industry leaders is 'It's about time!' "*
>
> — Bob Bragdon, CSO publisher

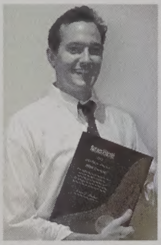
InfoWorld
CONFERENC
NEXT-GENERATION

InfoWorld's Next-Generation Web Services II Conference attracts close to 500 senior-level IT executives interested in learning more about how Web Services applications can be integrated into the enterprise.

ComputerPartner
Business partners IBM krijgen groter deel mainframe-koek

IDG Netherlands' first foray into the events business gets off to an impressive start as the ComputerPartner Conference for the business-to-business IT distribution channel drew a large crowd and turned a profit.

IDG Japan sponsors first Genome Technology Business Forum in Tokyo. **Kevin Davies**, editor-in-chief of *Bio•IT World,* served as a keynote speaker.



Miles Dennison, *NW Salesperson of the Year*

With scaled-back travel budgets making its annual sales meeting impossible this year, *Network World* celebrates the accomplishments of its sales team with a virtual awards ceremony. Sales staff gathered at each of the company's three main sales offices where breakfast or lunch (depending on the time zone) was served, and Associate Publisher **Carol Lasker** announced the winners via conference call.

CSO
LET'S TALK
Because success depends on playing well with other key executives, learn how (and with whom) to talk turkey in The CSO's Guide to Strategic Shmoozing

CXO Media Group takes wraps off *CSO* magazine, a monthly publication that targets chief security officers and other top security executives.

10+ years

Ingrid Schmid, 26 • John Gallant, 19 • Karl Koessel, 19 • Cheryl Crivello, 18 • Maureen Mottonen, 18 • Siegfried Reich, 18 • Gebhard Osterwalder, 17 • Hans Peter Nitsche, 17 • Ritva Kokkonen, 17 • Marianne Nichols, 16 • Michael O'Neil, 16 • Angele Boyd, 16• Janet Glynn, 16 • Gary Beach, 15 • Sue Yanovitch, 15 • Laurel Peddie, 15 • Paul Arabasz, 15 • So Fong Yip, 15 • Kevin Greene, 15 • Agnes Radnóti, 14 • Lars Østermann, 14 • John St. Martin, 13 • Merrill Walsh, 13 • Éva Szegvári, 13 • Irmgard Meyer, 13 • Debra Bernardi, 13 • Tina Ölschlager, 13 • Colleen Beattie, 12 • George Bulat, 12 • Glória Cunha, 12 • Richard Denechaud, 12 • M.Jose Marzal, 12 • James Duffy, 11 • Simona Cattaneo, 11 • Maria Grazia Tripodi, 11 • Jiri Zadnik, 11 • Bill Bernardi, 11 • Alyson Morales, 11 • Silvana Brambilla, 10 • Erzébet Gazdag, 10 • J. Ramon Melara, 10 • Hermann Apfelböck, 10 • Uwe Kielmann, 10 • Josef Kreitmair, 10 • Michael Schweizer, 10 • Susanne Arildsen, 10 • Donna Moschella, 10 • Toni May, 10 • Rosemary Pickett, 10 • Joyce Gillis, 10 • Donna Silva, 10

Computerworld celebrates its 35th anniversary with a special issue chronicling the last 35 years of pioneering innovation in the IT industry as well as CW's role in covering it. Above, a group of Computerworld veterans representing 131 collective years of experience at the publication gathers outside the building. From left: ***Beverly Wolff, Carolyn Medeiros, Joanne Oteri, Carl Marchi, Matt Smith, Tom Monahan*** *and* ***Derek Hulitzky****.*

DEMOmobile 2002

The fourth annual DEMOmobile show attracts more than 350 leading investors and business development executives eager to get a first look at 34 promising new wireless and portable computing products selected by Executive Producer **Chris Shipley** (above, right) and Producer **Amy Francetic**.

COMPUTERWORLD
e BUSINESS
Full stans for adsl
Dell vil til topps
Den sikreste veien til e-business.

Computerworld Norge knocks business magazine *Kapital* from country's top spot in terms of gross advertising revenue, according to market research firm Nielsen & Nielsen.

In the news

Pioneering Napster site finally closes down, but peer-to-peer file sharing lives on.

The 20 avid golfers who comprise the IDG Golf League capped off their 16th season with a tournament and dinner at a Framingham, Mass., country club. This year's trophy was captured by the team of ***John Robison*** *and* ***Wayne Humphrey****.*

e European IT Forum 2002
The 12th Annual
C'S FLAGS P E NT

IDC's 12th annual European IT Forum provides an exclusive platform for Europe's leading IT vendors and their CEOs to communicate with their customers, analysts and the press while examining the key trends, challenges and opportunities on the technology horizon. Above, IDG Chairman ***Pat McGovern*** *(second from right) presents IDC EMEA President* ***Roberto Masiero*** *with a special award in recognition of overall excellence in organizing and executing this year's IT Forum. Standing with them are IDC President & CEO* ***Kirk Campbell*** *and Chief Research Officer* ***John Gantz****.*

Close to 250 IDG and IDC employees gathered at 5 Speen St. in Framingham, Mass., for a flag-lowering ceremony and moment of silence to reflect on the events of Sept. 11, 2001. Afterward, employees placed carnations at the base of the flagpole. The pole was installed following 9/11 after employees expressed a desire to fly the flag outside the building.

Eleven-year CXO Media veteran **Walter Manninen** named resident of XO Media following the retirement of company President & CEO **Joe Levy**.

IDG Global Solutions EMEA wins awards for Best Campaign in the IT/Telecoms Sector at the 2002 Media & Marketing Awards Europe for its marketing program promoting Hewlett-Packard's "Always On Internet infrastructure." Celebrating their big win along with members of the Optimedia (HP's agency) team are IGS EMEA/North America President ***John O'Malley*** *and VP Business Development* ***Matthew Yorke*** *(first and second from left).*

Accela COMMUNICATIONS

ITworld.com changes its name to Accela Communications to reflect the company's effort to partner with an ever-wider array of customers that includes, but is not limited to, IT-related clients.

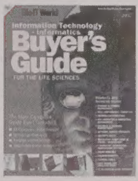
IDG's top managers gather to share hard-earned lessons and promising new products at the 23rd annual Worldwide Managers Meeting in Bermuda. Above, IDG Italy Managing Director ***Mario Toffoletti*** *(left) and IDG Chairman* ***Pat McGovern*** *look over a copy of PC World Italia.*

IDG Denmark launches *Biotech Denmark*. The monthly joins IDG's growing lineup of bio-IT magazines that are currently published in the U.S., Australia and Sweden.

BiotechSweden
MAKTHAVARNA

IDG Sweden forms joint venture company with E&T Förlag. The company, called Biotech Sweden AB, will be 70% owned by IDG Sweden and will publish *Biotech Sweden*, which launched in April. E&T's *Biotech Världen* has been merged into *Biotech Sweden*.

IDC beefs up focus on large Mexican IT market with wholly owned subsidiary.



Bio•IT World publishes *IT & Informatics Buyer's Guide for the Life Sciences*, a first-of-its-kind resource that includes company and product profiles, buying criteria, user ratings and a companion Web site.

IDC President & CEO ***Kirk Campbell*** *earns Chairman's Cup for overall management excellence in FY02, while IT World Canada President* ***Andy White*** *accepted the award for Partner of the Year and IDG Asia President* ***Hugo Shong*** *earned Entrepreneur of the Year honors.*

OCTOBER

Miami-based PC World Latin America team stages fourth annual PC World Latin America Awards ceremony honoring the best IT products and services in the region as selected by a judging panel comprising two editors from each *PC World* edition in Latin America.

PC World Vietnam turns 10. Above, ***Nguyen Trong****, chairman of PC World Vietnam, presents IDG Chairman* ***Pat McGovern*** *with a plaque from the mayor of Ho Chi Minh City in recognition of IDG's contributions to the local IT market over the past 10 years.*

IDG Netherlands launches *CIO*, the country's first publication aimed at bridging the gap between IT issues and strategic business decisions.

> *"My style is to trust my colleagues to do their jobs well and to expect the same from them. I take the IDG 'open door' seriously and value direct communications — especially in tricky times."*
>
> — Pat Kenealy, CEO, IDG

"As for constantly looking for the light at the end of the tunnel, some say it is light; some say it is a speeding train coming your way. I think if you look at it too long you go blind and miss all the opportunities right in front of your eyes."

— Evilee Thibeault, publisher & CEO, Network World

Becquer

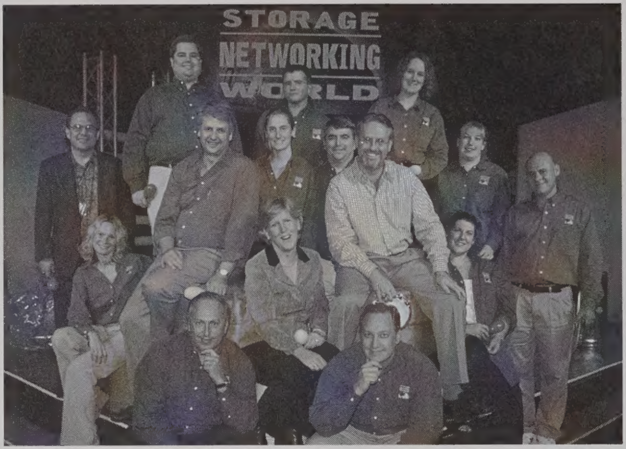
IDG Global Solutions honors IGS Germany team and International Sales Manager **Martha Becquer** for outstanding contributions in FY02. Both received IDG Global Solutions President's Awards.

*Led by team manager **Atsuo Yamamoto** of Computer Graphics World and pitcher/team captain **Takanobu Urayama** also of CGW, IDG Japan's IDG World Stars took the field in the 17th annual Fall TSK Baseball Championship.*

PC World Italia launches Web site to let readers vote for best PC game of all time. The winner and complete results will be published in a special games-focused edition of a new *PC Italia* product called *PC World Italia Extra*.

10+ years

Ann Clark, 28 • Nora Hörmann, 28 • Helga Biesel, 24 • Lloyd Cohen, 23 • Maria del Carmen Doehler, 22 • Karin Giffhorn, 21 • Nilcimar Laino, 20 Karin Wirth-Wernitz, 19 • Juan Marquez, 18 • Anton Paunert, 18 • Ingrid Holzbauer, 18 • Madeleine Dionne, 18 • Carol Spach, 17 • Cheryl Podda, 16 • Jeff DeBalko, 16 • Javier Rodriguez, 13 • Marco Tennyson, 13 • Christie Combs, 13 • Angeles de la Marca, 13 • Karen Rokkedahl, 13 • Ann Nickinello, 13 • Ginny Pohlman, 13 • Mario Toffoletti, 13 • Christoph Witte, 13 • Dan Gentile, 12 • Donna Kent, 12 • Don Tennant, 12 * Duane Hampson, 12 * Katalin László, 12 * Marta Cabanillas, 12 * Wilson Wan, 12 • Andrew Ware, 12 • Gerhard Holzwart, 12 • Hans Hausner, 12 • Steve Pelosi, 11 * Glenys Mercado, 11 * Yumiko Ohshima, 11 * Stephen Hendrick, 11 * Robert van der Veldt, 11 * Jose Palacios, 11 • Darren Whiteman, 11 • Ines Mühlbauer, 11 • Stephan Scherzer, 11 • Stefan Ueberhorst, 11 • James Farley, 10 * Uli Diehlmann, 10 * Martin Kybal, 10 * Vera Batorova, 10 * Cynthia Ramsey, 10 * Joseph Loiselle, 10 • Robert Payton, 10 • Toshiro Nishibara, 10 • Wlodzimierz Duszyk, 10 • Peter Rodrigues, 10 • Jürgen Hill, 10 • Iris Müller, 10

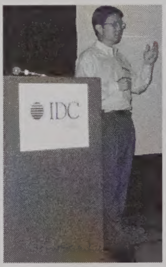


Computerworld's seventh U.S. Storage Networking World continues its reign as the largest educational forum for IT professionals involved in enterprise storage management.

IDG's corporate site, www.idg.com, beats out more than 500 international Web sites for design, innovation, content, navigation and use of technology to earn Best International Business Website and Best Publishing Website from The Web Marketing Association.

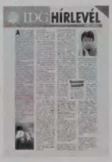
IDG Denmark buys eksperten.dk, a peer-to-peer Web site that allows users to post questions and get answers from fellow users.

The Confederation of Danish Industries asks *Biotech Denmark* staff to produce special English-language edition for a European-Union-sponsored conference on life sciences and biotechnology.



*IDC's 11th annual invitation-only customer event — the Global Research Advisory Council — serves to strengthen relationships with key clients and maintain strong lines of two-way communication between those clients and IDC. Above, **Fred Wong** addresses attendees.*

Germany's third LinuxWorld Conference & Expo attracts an all-time high of 14,000 visitors. The event was produced by K+S under contract to IDG World Expo Germany, and all of IDG Germany's publications served as media sponsors.



IDG Hungary launches company newsletter designed to strengthen its relationship with clients and prospects.

*PC World, Bio•IT World, Computerworld, InfoWorld and Network World win top honors at the 2002 Folio: Awards held in conjunction with the 2002 Folio: Show in New York City. Above, PCW's **Robert Kanes** and **Harry McCracken** show off one of their awards.*

IDG Games Media Group Director of Online Product Development **Craig Eastman** wins 2002 President's Award for Employee of the Year. Controller **Jeff Spitzer** received the Revenue Champion Award and Production Coordinator **Ryan Meith** won the GamePro Excellence Award.

AGENDA® 2003
The Invisible Empire
October 13-15, 2002

Sixteenth annual invitation-only AGENDA conference takes place in Scottsdale, Ariz.

In the news

Amid accounting probes, AOL-Time Warner says it will restate two years of financial results.

NOVEMBER

IDG Australia dominates seventh annual Bell Awards for Publishing Excellence taking home nine wins — more than any other publisher.

COMPUTERWORLD
CIO
pc world
Freestuff

Local editions of Computerworld, CIO and PC World dominate their respective categories in Australia's only independent IT readership survey, conducted by McNair Research.

Eric Ochs is named managing director of IDG France following the departure of **Gérard Adamis**, who steps down after 18 years at the helm. Ochs has spent the past seven years as managing director of IDC France.

Ochs

*Will the real Frank Cutitta please stand up? IDG Senior Vice President **Frank Cutitta**'s 50th birthday celebration featured a number of Frank wannabes. Above the genuine article (left) poses with imposter IDG Global Solutions EMEA President **John O'Malley**.*

IDG launches *Hi-Tech Entrepreneur* in China, a monthly magazine providing news, case studies and best business practices for the managers of fast-growing technology companies in China. The launch brings the total number of IDG publications in China to 23.

IDG Australia extends its reach into the life sciences field with the purchase of two titles: *Today's Life Science* and *Lab News*. The two new titles join the company's existing *Australian Biotechnology News*.

FFWD
KIWI HI-FI
TAKES ON THE WORLD

IDG New Zealand expands beyond its traditional IT sphere with new publication focused on consumer electronics. *FFWD* will appear bi-monthly and is part of the company's overall strategy to reduce its reliance on the single primary revenue source of display advertising from IT companies.

Bio·IT World
BioIT WORLD
BEST of SHOW
NOVEMBER '02 • SAN DIEGO
TECHNOLOGY IN THE LIFE SCIENCES
BioIT WORLD

*IDG World Expo's BioITWorld Conference & Expo makes strong West Coast debut. Above, Bio•IT World Executive Editor **John Russell** prepares to introduce the winners of the expo's first Best of Show Awards program.*

The European IT Banking Forum 2002
How to do more for less?
Improving Efficiency while Securing Innovation
IDC
IDC

IDC's seventh annual IT Banking Forum attracts 500 high-level attendees. The theme of this year's two-day event, held in Milan, was "How to Do More with Less," and speakers underscored the importance of European banks maintaining an adequate level of IT spending in order to increase internal efficiencies and reduce their costs.

IDG stages third IDG Professional corporate training program to help attendees explore components of leadership, evaluate their own leadership skills and identify areas for growth.

In the news

Microsoft and its partners launch long-awaited Tablet PC.

InfoWorld organizes first 25 Most Influential CTOs awards dinner to honor the leaders of the chief technology officer community as chosen by InfoWorld's CTO Advisory Council and editors.

IDC's Give Back to the Community program lets employees take up to four hours off from work to perform volunteer service during the month of November.

IDC purchases Meridien Research Inc., a five-year-old company that provides research and advisory services to the financial services industry on the strategic impact of technology. The purchase jumpstarts IDC's expansion into the end-user market. **Michon Schenck** will serve as COO and managing director.

> *"This acquisition is an important building block in IDC's long-term vision to build deep industry technology research knowledge and expertise for end-user companies."*
>
> — Kirk Campbell, IDC president & CEO, on IDC's purchase of Meridien Research

10+ years

Ted Bloom, 35 • Laura Kunzmann, 24 • Sheryl Merchant, 21 • Miguel Hermosell, 20 • Jose Villacorta, 18 • Jeff Edman, 17 • Fernando Rodriguez, 17 • Isabel Campo, 17 • Lene Sekjær, 17 • Frank Cutitta, 17 • Karin Lorenz, 16 • Jose Diaz, 16 • Sergio Saenz, 16 • Michelle Chase, 15 • Jayne Enos, 14 • John Rousseau, 14 • Donna Fraser, 14 • Sally Reinfeld, 14 • Elizabeth Heichler, 13 • Donna Cahill, 13 • Akos Bognar, 13 • Maria Luisa Romiti, 13 • Bruno Agostini, 13 • Marco Bertolotti, 13 • Sandy Wong, 13 • Fernando Cabello, 13 • Yoshitomo Fukuda, 13 • Cornelia Krämer, 12 • Don Seay, 12 • Paul Smith, 12 • Natacha Parron, 12 • Tatiana Hinova, 12 • Wayne Silverman, 12 • Johan Egging, 11 • Hugo Shong, 11 • Jolanta Szot, 11 • Irene Ford, 11 • Penny McConnell, 11 • Mark Houts, 11 • Elizabeth Freedman Girioni, 11 • Zsusza Krammer, 11 • Patrick Gorman, 11 • Karen Weiss, 11 • Simona Varisco, 10 • Alessandra Dainotti, 10 • Grazyna Skibniewska, 10 • Dawn Kezer, 10 • Ellen Julian, 10 • Catarina Santos, 10 • Joachim Hackmann, 10 • Søren Adelkvist, 10

> *"There is no secret [to an above-plan year in 2002]: The winds of the market rule. The difference between a profitable year and a bad one depends on your ability to adjust the sails to those winds. And to do it in time."*
>
> — Trino Ramos, IDG International Publishing Services VP/Latin America

NetworkWorld
2002
Technology Award
INNOVATIVSTE ANWENDUNG
DELL

*Network World Germany recognizes the winners of a new awards program it developed earlier this year at this month's Exponet Cologne trade fair. Above, Network World Germany Editor-in-chief **Oliver Haussler** (left) presents the Technology Awards certificates to representatives from the winning companies.*

DECEMBER

Bloom

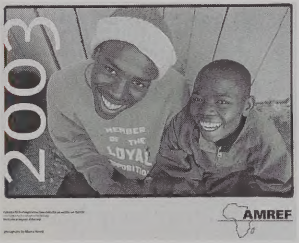
Thirty-five-year IDG veteran **Ted Bloom** named chief financial officer of IDG.

IDG China launches *Electronic Design & Application World* magazine in partnership with the Institute of Scientific & Technical Information China, a division of China's Ministry of Science & Technology.

In the news

IBM to buy Rational Software — $2.1 billion deal biggest since it purchased Lotus.

GamePro launched an annual holiday outreach event designed to provide local youth with a behind-the-scenes look into the gaming industry. The Oakland Military Institute was chosen as GamePro's non-profit organization partner, and 30 13- and 14-year-old cadets were introdcued to the various functional areas of GamePro's business, as well as given a chance to play in GamePro's game arcade.


2003
MEMBER OF THE LOYAL OPPOSITION
AMREF

*IDG Italy's third annual effort to support a calendar fundraising project for a non-profit organization benefits the African Medical and Research Foundation. The brother of PC World Italia Executive Editor **Amedeo Novelli** took the photographs for the calendar.*

*Scope Communications Group Publisher **Frank Quinn** (left) is named Publisher of the Year and PC Live! Editor **Stephen Cawley** earns Editor of the Year accolades at the Periodical Publishers Association of Ireland Awards ceremony. Scope Communications is IDG's Irish publishing partner.*

IDG International Publishing Service President & CEO **David Hill** named to the IDG Executive Committee.

10+ years

Claudiney Santos, 26 • Shirley Horrocks, 25 • Mike Masters, 21 • Stephen Josselyn, 20 • Rick Ciliberto, 20 • Birgit Götz, 19 • Klaus Uhe, 18 • Klavs Andersen, 17 • Andrea Kühler, 17 • Mary Gibbons, 17 • Marianne Kraus, 16 • Héléne Fily, 16 • Karen Timons, 15 • Lucinda Borovick, 15 • Mary Lester, 15 • Allison Stamm, 15 • Mary Ann Doolin, 14 • Jay Novack, 14 • Robert Stave, 14 • Piero Todorovich, 14 • Carolyn Marsan, 13 • Sagrario Fernandez, 12 • Michaela Maack, 12 • Stefanie Fersti, 12 • Meryl Salter, 12 • Tina Pescaro, 12 • Harriet Karas, 12 • Rosemary Trettel, 11 • Stephen McClure, 11 • Tatiana Hinova, 11 • Kristen Kim, 11 • Catey DeBalko, 11 • Mar Cabañas, 11 • Eva Villalba, 11 • Cristina de Hoyas, 11 • Walter Manninen, 11 • Mauro Calderara, 11 • Gaby van Beek-Meynkens, 11 • Nick van Leeuwen, 11 • Mihály Sipos, 10 • Donna Silva, 10

IDG IS managers from around the globe gather in Framingham to review common technology issues and objectives and formulate collaborative solutions.

IDC announces the names of a record 20 winners of Global Fellowship grants for 2003. The employees selected will spend several weeks visiting and working at IDC offices around the world.

Best wishes for a happy, healthy and prosperous New Year!

Meilleurs Voeux
よいお年を
Boas Festas
よいお年を God Jul
Felices Fiestas
Boas Festas
WESOLYCH ŚWIAT
新年快乐
God jul og godt nytt år
Boas Festas
Meilleurs Voeux
Season's Greetings
よいお年を
Prettige Feestdagen
Kellemes Ünnepeket God Jul
Buone Feste

The next issue of *IDG World Update* will appear on Jan. 13.

IDG
WorldUpdate

Editors
Patricia Smith 617-239-7826
patricia_smith@idg.com

Penny Winn 617-239-7825
penny_winn@idg.com

Assistant Editor/West Coast
David Bromley 415-974-7431
david_bromley@idg.com

Publisher
David F. Hill 617-423-9030
david_hill@idg.com

Headquartered in Boston, Mass., International Data Group (IDG) informs more people worldwide about information technology than any other company. IDG is the leading global provider of IT media, research, conferences and events. IDG publishes more than 300 newspapers and magazines in 85 countries, led by the *Computerworld/InfoWorld, Macworld, Network World, PC World* and *CIO* global product lines. IDG.net (www.idg.net), IDG's Technology Directory, covers the world's largest network of technology-specific Web sites, composed of more than 300 IDG sites in 70 countries. IDG also produces 168 technology-related events including IDG World Expo's Macworld Conference & Expo. Research arm IDC provides computer industry research and analysis through 51 offices in 43 countries. Company information is available at www.idg.com. *IDG World Update* welcomes suggestions and contributions from employees.

The staff may be reached at 3 Post Office Square, 4th floor, Boston, MA 02109, U.S.A., tel.: 617-423-9030, fax: 617-423-0712, or world_update@idg.com.